



2026 Community Partner Booth Rules, Regulations and Application

Event Overview: Hometown Holidays is held on Saturday, May 23 and Sunday, May 24 from Noon-6 p.m. in Rockville Town Center. The event features two stages of music, kids' activities, an artisan shopping area, food vendors, and community and sponsor booths. The event is expected to draw over 10,000 visitors daily.

Eligibility: All applicants must be a certified 501(c) organization and provide their Employer Identification Number (EIN). Organizations must provide direct services to City of Rockville residents.

Application and Acceptance: Applications are due by Friday, March 20, 2026. There is a limited number of booths available, and spaces are filled on a first come, first served basis. The City reserves the right to accept or reject an application. Groups will be notified of their admittance via e-mail by Friday, April 3, 2026.

Community Partner Booth Fee: There is a \$350 fee and includes the use of a designated space, a 10'x10' tent, one table and two chairs. Groups must use the provided tent. If accepted, payment is needed to secure your spot. All fees are non-refundable. Do not submit payment with application.

On-site Participation: Groups must staff their booth for the entirety of the event. Failure to comply will result in not being invited back. Organizations must offer an interactive activity or display.

Booth Space and Equipment: Booth location is assigned by event organizers. The use of the booth is restricted to the applicant and may not be shared or transferred to another group. Items must remain within your designated space and cannot extend beyond its boundaries. Groups are responsible for setting up and arranging their space, providing signage, literature, staff, and necessary supplies. Displays must be removable, and tape cannot be used to adhere signage/items to your tent, table, or chairs. There is No Wi-Fi or electricity onsite.

Handouts, Selling and Donations: Groups may distribute literature, swag and small packaged foods like candy, but cannot sell or distribute beverages. Selling items is prohibited, but donations may be accepted. Staff must remain at their booth and cannot roam the event. Political campaigning is not allowed at community partner booths.

Removing Items: Groups must remove all items from their booth by 6 p.m. on Saturday and Sunday. Overnight security is not provided, and items left overnight are at the exhibitor's risk. Groups must keep their area clean during event hours and clean up after the event. Displays should remain neat and clean.

Weather Policy: Most activities will take place rain or shine. Special Events staff will monitor the weather before and during the event. Events may be delayed or canceled at the discretion of the organizers if unsafe conditions arise. Activities will not be rescheduled.

Logistics: Groups will receive arrival and parking details before the event. During load-in and load-out, vehicles cannot access the site, and all items must be carried on and off the event site.

Contact Information: If you have any questions, please contact: Cristina Willis, Special Events Coordinator cwillis@rockvillemd.gov; 240-314-8610.

KEEP THIS FOR YOUR RECORDS



2026 Community Partner Booth Application

Applications are due by Friday, March 20, 2026.

Please print or type all information clearly.

Organization Name: _____

Address: _____ **City:** _____

State: _____ **Zip:** _____ **501(c) EIN:** _____ **Contact Name:** _____

Contact Phone: _____ **Contact Email:** _____

Day-of Contact Name: _____ **Day-of Contact Cell Number:** _____

Website: _____ **Social Handle:** _____

1. How does your organization serve the Rockville Community?

2. Please describe your interactive display/activity and other items you will have at your booth.

I hereby apply to participate as a Community Partner at the City of Rockville's 2026 Hometown Holidays at Rockville Town Center. I agree to hold harmless the City of Rockville for any injury to myself or my employees or damage to my property including theft, or any property of my agents or employees. I further agree that I am responsible for all damages to persons or property that may result from my fault of negligence or the fault or negligence of my agents or employees, and further agree to indemnify and hold harmless the City of Rockville from any loss, damage, or claim incurred by the City by reason of my fault or negligence or fault of my agents or employees. I agree to adhere to all the rules and regulations listed in the 2026 Community Booth Rules & Regulations. I further agree to any regulations or requirements that have been or may be imposed by the City of Rockville.

Printed Name: _____ **Signed and Accepted:** _____

Date: _____

Completed applications and booth payment may be sent to:

Cristina Willis, Special Events Coordinator
6 Taft Court, Suite 301, Rockville, Maryland 20850
240-314-8610 • cwillis@rockvillemd.gov