



Winston-Salem Ambassadors Holiday Parade Vendor & Information Booth Zone

For the first time ever, the Winston-Salem Ambassadors Holiday Parade will feature a Vendor & Information Booth Area — a fun, festive place to connect with thousands of attendees before the parade begins!

About

From 2:00–5:00 PM, the streets will be buzzing with parade-goers finding their perfect viewing spots — and you'll have a captive (and cheerful!) audience ready to explore your booth. Whether you're promoting your business, sharing community info, or selling goods, this is your chance to shine in front of *thousands* of visitors downtown. A \$20 vendor fee secures your space. This small fee helps us cover event logistics while keeping it affordable for everyone.

Vendor Responsibilities

Vendors must bring and provide all their own supplies, including:

- Tent (optional but encouraged)
- Tables, chairs, signage, and any display materials
- Extension cords, lighting, or décor if needed (no power hookups provided)
- Staff or volunteers to manage your booth

We'll provide the location — you bring the magic!

Setup & Teardown

- Setup by: 2:00 PM sharp
- Stay until: At least parade start time (5:00 PM)
- Optional stay: You're welcome to keep your booth open during the parade
- Complete teardown: Must be fully cleared before the parade ends (approximately 6:30 PM)

*(We love enthusiasm, but we **need** those streets cleared before Santa rolls through!)*

Additional Notes

- No electricity, water, or Wi-Fi provided
- Booths must remain respectful, family-friendly, and self-contained
- Vendors may not block sidewalks, parade staging areas, or street access
- Spaces are limited and assigned in contract with the WS Ambassadors
- Any and all unauthorized vendors will be asked to leave the Parade footprint

Why Join?

For just \$20, you'll reach thousands of parade attendees — families, shoppers, and community members — in one of the most festive downtown events of the year. It's the perfect way to share your message or sell your wares while being part of the holiday magic.