



Fort Atkinson Holiday Animated Light Display

Location: Fort Atkinson Bike Path between the Rotary Pavilion and Lions Park now known as **The Polar Path**.

Sponsor: Fort Atkinson Beautification Council — Holiday Light Committee

When: Sunday, November 5th through Friday, January 5th

Participants: Any business, organization or individual wishing to be a part of this event.

Purpose of this Event: To brighten up and bring holiday cheer to Fort Atkinson residents and create a tourist attraction for our community.

Community Event

Magic on The Polar Path: Friday, December 1st from 3:00 pm—6:30 pm on the bike path between Rotary Pavilion and Lions Park.

Come and enjoy the light show along the bike path! Bring the kids to get a professional picture with Santa and Mrs. Claus, taken by Ryan Ebert Photography! Enjoy live animals, Christmas carolers, hot chocolate and cookies! Come in your pajamas and drop your letter off to be sent directly to Santa and his elves! Treatsand photography proceeds will go toward the expansion of the Fort Atkinson Beautification Council Holiday Light Show along the bike path.

Participation Application

Complete this application and mail it along with full payment to Fort Atkinson Beautification Council, P.O. Box 152, Fort Atkinson, WI 53538 on or before October 1st. Payment can only be accepted in the form of a check and must be made out to the Fort Atkinson Beautification Council. If you would prefer to make a general donation to the Beautification Council, please do so by completing this application and mark in the donation section the amount you wish to donate. Signage will be given along the Polar Path to all those making a monetary donation as well.

Name: _____

Business Name: _____

Address: _____

Phone: _____

Email: _____

General Donation Enclosed: _____

To select your Holiday Display kindly visit www.christmasdonebright.com after reviewing the documents. No duplicate displays are allowed and displays are awarded on a first received basis therefore make a second and third choice in case someone has chosen the same display and we received it prior to receiving your application. We will try to honor your first choice.

Item #: _____ Cost: _____

Item Name: _____

Item #: _____ Cost: _____

Item Name: _____

Item #: _____ Cost: _____

Item Name: _____

Benefits of the Beautification Council:

- No Sales Tax under their 501(c)3
- No shipping expense
- Liability and Loss of Damage Insurance covered under our policy
- No separate city application approval required

Display Details:

- This community holiday display is all inclusive
- Display locations are selected by the committee and will be rotated year-to-year
- Each display will have a name/logo sign or be recognized on a large group sign

One Time Only Additional Supply Costs/Display:

- \$400—\$1000 an additional \$250.00 fee will be added to the cost of your display
- \$1001—\$2000 an additional \$300.00 fee will be added to the cost of your display
- Over \$2000 an additional \$350.00 fee will be added to the cost of your display

These fees cover the cost of the electricity, multiple outdoor extension cords, power adapters, fence posts, waterproof electrical container(s), storage supplies, corrugated business/organization sign (one sign per display) and insurance.

Set Up/Take Down: Participant will send two representatives to assist with both set up and take down. They will be responsible for installing and uninstalling their light(s). Plan for about 1 hour per display for two people. This includes loading/unloading displays and supplies, driving in fence posts, securing display, laying out and connecting extension cords, protecting electrical boxes/connections, installing business/organization sign.

Set Up: Saturday, November 4 starting at 9:00 a.m.

Take Down: Saturday, January 6 starting at 9:00 a.m.

Permission: On behalf of _____ we agree that the purchase of the animated holiday lights and associated display needs will be owned and managed by the Fort Atkinson Beautification Council. They will be stored every year in a Yerges Van Liner semi (until notified otherwise) and full insurance coverage will be in place under the Council's policy.

Signature: _____ **Date:** _____

For Office Use Only: Date Received: _____ Received By: _____

Check Number: _____ Check Amount: _____