

ALL CITY. EVENTS

VENDOR & BRAND ACTIVATION

Put your product in front of a young, local, high-intent audience — for the price of a single boosted post.

699

TICKETS SOLD IN 15
DAYS

\$14,600

BAR REVENUE DRIVEN

18–26

CORE AUDIENCE

100%

TRACKED ATTRIBUTION

2026 – 2027 SEASON · THURSTON COUNTY, WA · TEMPE & PHOENIX, AZ

WHO YOU'D BE STANDING IN FRONT OF

THE AUDIENCE EVERYONE SAYS ISN'T HERE

All City Events builds nightlife and live experiences for the 18–26 crowd — in markets that have been written off, for an audience that has been driving elsewhere to spend its money.

WHAT MAKES THIS DIFFERENT FROM A BOOTH AT A FAIR

- **Concentrated, not diluted.** A fair spreads 88,000 people across six days and hundreds of booths. Our rooms put a few hundred people in one space for five hours, with your table in the flow.
- **A demographic that's hard to buy.** Our core attendee is 18–26. Every ID is checked at the door. This group is expensive to reach on paid social and nearly impossible to reach in local print or radio.
- **Everything is tracked.** We run individual attribution on every ticket sold. You get a post-event report with real attendance, geography and engagement numbers — not an estimate.
- **Local, repeatedly.** Attendees come from Olympia, Tumwater, Lacey, Yelm, Centralia, Chehalis, Graham and Silverdale. These are people who can walk into your business next week.

ONE NIGHT, IN PLAIN NUMBERS

August 1, 2026 — COUNTRY CLUB rooftop at 23 Kitchens, Lacey. 316 tickets. Room at capacity. The venue bar did \$10,000 and ran out of vodka before close. Total advertising spend behind it: \$100.

WHERE WE OPERATE

FOUNDING MARKET

THURSTON COUNTY, WA

Olympia, Lacey and Tumwater, with attendees traveling in from Yelm, Graham, Centralia, Chehalis and Silverdale. Two events run in 15 days: 699 tickets and \$14,600 in bar revenue driven for venue partners.

LAUNCHING FALL 2026

TEMPE & PHOENIX, AZ

Arizona State enrolls roughly 80,000 in-person students across its Phoenix-metro campuses, with Grand Canyon University 15 minutes west. Our founder is an ASU student and active in Greek life there. First dates targeted October through December 2026.

WHO WE WORK WELL WITH

Food and beverage, fitness and wellness, apparel, automotive, financial services, local makers, tattoo and barber shops, colleges and trade programs — any business whose customer is under 30.

VENDOR & ACTIVATION TIERS

Per event. Multi-event packages carry a 15% discount when booked together.

PRESENTING BRAND PARTNER

\$750

One per event. The full front-of-house position.

- "Presented by [Your Brand]" on the event page, flyers and all promotional materials
- Premium activation space in the highest-traffic zone
- Logo on printed signage and step-and-repeat backdrop
- Named in every social post for the event cycle plus a dedicated feature post
- Live mentions from the stage or DJ booth throughout the night
- 10 complimentary tickets for your team and guests
- Full post-event report: attendance, geography, engagement and photo assets
- Right of first refusal on the same slot at our next event

PREMIUM ACTIVATION

\$300

For brands that want to do something, not just sit somewhere.

- 10x10 activation space in a high-traffic position near entry or bar
- Sampling, demos, giveaways and lead capture permitted
- Logo on the event page and on-site signage
- Two dedicated social posts during the promotional cycle
- 4 complimentary tickets
- Post-event attendance summary

STANDARD VENDOR

\$150

Sell your product to the room.

- 8x8 booth or 6ft table with two chairs
- Name listed on the event page
- One group social post featuring all vendors
- 2 complimentary tickets

TIERS & REQUIREMENTS

COMMUNITY TABLE

\$75

Non-profits, student organizations and first-time local makers.

- 6ft table with two chairs
- Name listed on the event page
- 1 complimentary ticket

FOOD TRUCK / CONCESSION

\$200

Or 12% of gross sales, whichever is greater. Subject to venue approval.

- Designated exterior placement with power access where available
- Name and menu listed on the event page
- Current health permit and food handler cards required

INSURANCE

All vendors must carry general liability insurance of at least **\$1,000,000 per occurrence / \$2,000,000 aggregate**, in effect for the duration of the event. Your certificate of insurance must name **All City Events and the host venue, their officers, directors, agents and employees as primary, non-contributory, additionally insured**. A current certificate is due no later than 14 days before the event.

PAYMENT & CANCELLATION

ITEM	TERMS
Deposit	50% due on signature to hold your space. Space is not reserved until the deposit clears.
Balance	Due 14 days before the event, alongside your certificate of insurance.
Cancellation by vendor	More than 21 days out: deposit refunded less a \$25 processing fee. Inside 21 days: deposit is non-refundable.
Cancellation by All City	Full refund, or credit toward a future event at your choice.
Weather	Outdoor events proceed rain or shine unless conditions are unsafe. If we cancel, you receive a full credit.

REQUIREMENTS & GUIDELINES

SETUP & STAFFING

- Load-in opens two hours before doors. All vehicles clear of the load-in zone 45 minutes before doors.
- Your booth must be staffed for the full event window. Early teardown forfeits placement priority at future events.
- You provide your own tables, tents, weights, lighting, extension cords and change unless otherwise arranged in writing.
- You are responsible for leaving your space as you found it. A \$75 cleaning fee applies otherwise.

RESTRICTIONS

- No sale, sampling or distribution of alcohol, cannabis, nicotine or vape products by vendors. Alcohol service is handled exclusively by the licensed venue.
- No firearms, weapons, or replica weapons as product or prize.
- Nothing marketed to minors at 21+ events, and nothing age-restricted at 18+ events.
- Amplified sound requires written approval. We will not approve anything that competes with the stage.
- All City Events reserves the right to decline any application and to limit the number of vendors in a category.

Submitting an application does not guarantee placement. We limit vendor count per event to protect foot traffic for everyone who books, and we cap categories so you are not standing next to your competitor.

APPLICATION

VENDOR APPLICATION

Complete and return to allcity@allcityevents.org, or apply online at the link on our Instagram.

BUSINESS / BRAND NAME

CONTACT NAME

PHONE

EMAIL

WEBSITE / INSTAGRAM

WA UBI # (IF REGISTERED)

MAILING ADDRESS

VENDOR TYPE

☐ Retail / Product ☐ Food or Beverage ☐ Service ☐ Non-Profit ☐ Brand Activation

TIER REQUESTED

☐ Presenting — \$750 ☐ Premium — \$300 ☐ Standard — \$150 ☐ Community — \$75 ☐ Food Truck — \$200

WHAT WILL YOU BE SELLING, SAMPLING OR DISPLAYING?

ARE YOU RUNNING A GIVEAWAY, RAFFLE OR LEAD CAPTURE? DESCRIBE IT.

POWER NEEDED? SPECIFY REQUIREMENTS

SPACE REQUIRED

MARKET

☐ Olympia / Lacey / Tumwater, WA ☐ Centralia / Chehalis, WA ☐ Tempe / Phoenix, AZ

ACKNOWLEDGEMENTS

- ☐ I will provide a certificate of insurance meeting the requirements on page 4 at least 14 days before the event.
- ☐ I understand submitting this application does not guarantee a space, and that space is held only once a deposit clears.
- ☐ I will staff my booth for the full event window and comply with all venue and vendor guidelines.

SIGNATURE

DATE

BUILDING EXPERIENCES

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Instagram: @allcitypromotion

Olympia · Lacey · Tumwater, WA

Tempe · Phoenix, AZ