

## Parenting Village's Family Fest 2019—Frequently Asked Questions

### What is the Family Fest?

Parenting Village is hosting our 7th annual Family Fest. This unique festival was formed to connect and educate families about the many supportive local resources in Rochester. We also strive to foster collaboration and connections between the organizations and businesses attending the Fest through our Networking Event, scheduled the week preceding the Fest. In 2018 the Family Fest included over 50 local businesses and organizations as sponsors and activity tables with an attendance of over 1,600 adults and children. Age ranges of attending children are from prenatal and newborn up to early teens.

### When and where?

The Family Fest will be held at Rothfuss Park at 1648 Five Mile Line Road in Penfield, NY on Sunday, July 28<sup>th</sup>, 2-6 PM. Attending businesses are asked to begin setting up at 1:00 PM.

### What is an Activity Table?

All businesses and organizations attending the Fest host an activity table. In addition to any information you want to post and share about your business, we ask that all tables offer a kid-friendly activity or craft. We have found that this provides time to facilitate conversation between parents and business owners while giving children an enjoyable and memorable time.

*Activity tables are not allowed to sell any products during the Fest.*

### Pricing includes?

Table space fee is \$250 and includes a table and two chairs. This year we are offering Early Bird pricing for a discount of \$50. Registration and payment for Early Bird pricing must be received by 5/31/19. Payment can be made via PayPal at our website [www.parentingvillage.org](http://www.parentingvillage.org). Checks can be made out to Parenting Village and mailed to:

Parenting Village  
c/o Jewish Family Services  
441 East Ave.  
Rochester, NY 14607

All attending businesses must pay the activity table fee, including sponsors that donate marketing or services to the Fest.

Non-profit organizations may contact [liz@parentingvillage.org](mailto:liz@parentingvillage.org) for pricing levels.

### What is the Networking Event?

The Networking Event is an evening of connection and collaboration for all 2019 Fest sponsors and activity tables. Two members of each attending business (3 for Gold level sponsors) are welcome to join us for a night of appetizers, drinks, and conversation. We have found many previous attendees have made beneficial connections with other local attending businesses and even facilitated cooperative projects outside of the Fest.

When and where is the Networking event?

The Networking Event is hosted on a weeknight the week preceding the Fest. Final location and time will be shared with all sponsors and activity tables.

Can donations to the silent auction be used towards sponsorship level?

Donations to the silent auction cannot be used towards sponsorship level.

Who should we contact if we want to be a food vendor?

Please contact Liz Porta at [liz@parentingvillage.org](mailto:liz@parentingvillage.org).

Who should we contact for marketing?

Please contact Sasha DiMaria at [sasha@parentingvillage.org](mailto:sasha@parentingvillage.org).

Who to contact for general questions and to host an activity table?

Please contact Liz Porta at [liz@parentingvillage.org](mailto:liz@parentingvillage.org) and Sasha DiMaria at [sasha@parentingvillage.org](mailto:sasha@parentingvillage.org).

What would make a good activity for our table?

We have found that the more interesting the activity, the longer families stay and visit at a table! Activities in the past have varied from face painting, yoga, musical instruments and crafts to coloring books and games. Get creative and form a craft themed around your business!

Thank you for your interest in Parenting Village's Family Fest 2019! We are excited to have you join us!