

How To Become A Vendor, Sponsor or Volunteer at the 45th Annual NEW Whaling City Festival



Reach the 100,000 people that pass through New Bedford Whaling City Festival each year!

This year is the 45th Annual Whaling City Festival, an event with fun **filled** family oriented activities, live music, Finelli Amusements, professional wrestling, car and bike show, great food and more. This is new president Allen Richard's second year as president and he is continuing to prune certain elements and replace them with improvements. Richard has a vision and specific direction he wants the festival to go towards. He is listening to feedback, both good and bad, and making the necessary improvements to retain what has made the festival a great event in the first place and add even more modern aspects as well.

One of the important facets Richard is working on is an open,

and constant communication with the community, city council, mayor and other officials. He feels doing the right thing and being in the good graces of these groups is fundamental. There has been friction between these groups before Richard took the helm, and he is dedicated to listening to what they have to say, so as to form a friendlier and tighter bond. While he would like for this to happen overnight, he realizes Rome was not built in a day, and will continue to drive towards that goal.

One element Richard wants to change within the festival itself is to increase the participation of local businesses. Many of his vendors are from outside the greater New Bedford area, and even out of state. There are a number of great opportunities for local businesses, whether your ware is food, crafts, or non-profit. It's also a great way to promote your business and show one's dedication to the community period.

Approximately 125,000 people will come and go during this year's festival. On top of supporting your community and promoting one's business, it's a fantastic way to generate additional revenue with 125,000 eyes on your product as potential customers. Applications for food, general, and non-profit vendors can be found [here](#) If you are specifically a food vendor you can also contact Manny at 508.996.3348 or at his e-mail: manny@whalingcityfestival.com. If you have arts and/or crafts to offer you can call Steve Ricard at 508.998.3535.

If you would like to sponsor this family-oriented event and further your brand, you can become one of the festival's many [sponsors](#) like 94 HJY, Tremblay's Bus Company, Cat Country 98.1, FUN 107, Fall River Ford, Channel 6, the City of New Bedford, ABC Disposal, Crow City Motoring, NSTAR, and more. You can also call Allen Richard at 508.287.4153. Sponsors can also attach their brand to a specific event or activity like the Chinese Auction, Child Safety Day, raffle, and more.

While everyone knows that the Whaling City Festival is jam packed with great rides, activities, games, and grub, there is also some fantastic entertainment in the form of music acts. Last year demonstrated some massive changes that turned out to be very popular. A number of local acts were brought in and that will continue. A recent [poll](#) on their Facebook page generate 60,000 views and hundreds of comments. The question was which musical acts to have during the event. To say that the music fans are passionate would be an understatement. If you are a musical act you will want to be a part of the festival and can do so by calling 508.998.3535.

In addition to being a vendor, act, or sponsor, organizers are always looking for volunteers. The current group, aged 11-90, are responsible for giving directions, setting up, trash duty, serving drinks, directing traffic and more. In return they great treated to some perks and a delicious meal when all is said and done.

More info can be had at the Whaling City Festival [website](#) and accompanying [Facebook Page](#).