

TIP SHEET: ADMISSIONS VOLUNTEERS

NEWMARKET HERITAGE FESTIVAL

*The Seacoast's favorite international block party—
a celebration of the arts, culture, history, and community spirit.*

Dear Admissions Volunteers: Thanks for being part of this year's festival! You are important ambassadors for the event, and we appreciate your enthusiasm and effort to make everyone feel welcome. Each year people remark on the festival's friendly atmosphere. Your interaction when they are arriving (and paying admission) is critical to establishing this atmosphere. We hope you have fun volunteering—and welcoming people to the Seacoast's favorite international block party! And don't forget: volunteers get in free! So make time to enjoy the festival before and after your shift. Thanks again for helping to make the festival such a great community event. —*The Festival Planning Committee*

Festival entrance & admission booths:

- 1) Main entrance (tent in parking lot where trolley stops)
- 2) Sidewalk entrance (tent on Rte. 108 at corner near library)
- 3) Waterfront venue (tent in Schanda Park)

Here is what you can expect:

- Admissions volunteers work in teams of two.
- Shifts are two hours long.
- Please arrive at your assigned entrance **10 minutes ahead** of the start of your shift.
- Please stay until the end of your shift and make sure new volunteers are on duty before leaving.
- Complimentary water is provided to all volunteers—as well as one free admission.

Please DO:

- Wear your volunteer button.
- Greet and welcome people to the festival. Have fun, smile, and be enthusiastic!
- Collect a **\$7 admission** fee for each person age 12 and over; **children under 12 are free.**
- Remind them that **\$7 covers the entire weekend** (excluding meals) and supports the festival.
- Help apply the admissions wristbands, which are required for re-entry & should be worn all weekend.
Note: wristbands should be loose enough to slip a finger under, but not loose enough to slip off.
- Hand out one program per family (two if requested).
- Use the schedule posted in the admissions booth to point what's going on and what's coming up.
- Remind people to visit all three festival venues. (See venue info below.)
- Remind **people with children** about specific family-friendly activities: *The Children's Tent*: lots of hands-on activities. *The Waterfront*: climbing wall, festival barnyard, casting workshops, kayaking, boat rides. *Downtown*: model trains, engine house (Sat. only). *Main Venue*: firefighting exhibit (Sun. only).
- Remind people to **leave behind their used programs** in the box at the admissions booth for others to use.

Please DON'T:

- Simply take their money and hand over a program.
- Forget to thank people for coming and for their support.
- Talk excessively with the other person on duty with you; focus on welcoming those arriving.

ANSWERS to Frequently Asked Questions

- The **trolley runs every 15 minutes** or so.
- The festival is a **no-smoking** event.
- For safety reasons, the festival is a **"fido-free"** environment. Only service dogs are allowed.
- Meals are fundraising events** and require a separate ticket. *Note: Yes, they must pay admission to enter (and support) the festival in order to attend a meal.*
- Evaluations are very helpful** in planning future festivals and securing funding.

USEFUL INFO

FESTIVAL HOURS

Friday, September 25, 6 pm - 9 pm

Saturday, September 26, 10 am - 9 pm

Sunday, September 27, 10 am - 7 pm

ADMISSION: The Heritage Festival is a great deal: **\$7 for an entire weekend of arts, culture, history, and community spirit.** Cost includes all performances, artisans, activities, and exhibits (excluding meals). Children under 12 are free. No discounts for students or seniors. *Please note: Community meals are fundraising events. Tickets are purchased at the entry to the main tent. All proceeds support local organizations.* The show goes on, rain or shine—there are lots of tents! **Wristbands:** Volunteers should help apply wristbands, which are required for re-entry to the festival. (Please remind people to wear them all weekend.)

FINANCIAL FACTS: Admission fees cover only 25% of festival costs. Worth noting: Many performances featured at the festival typically cost \$15-\$20—for a single show. And, yes, festival admission is cheaper than a movie or dinner out. Plus, it lasts all weekend!

LOST & FOUND: All lost items will be collected in a box at the main festival entrance and held until the end of the event.

FIRST AID: Basic first aid is available in the festival office (trailer) near the library.

VOLUNTEER PARKING

Volunteers can park in two places: 1) the High School parking lot or 2) the mill yard lot (Lot C). Ride the trolley from the high school or climb the stairs and walk across the street from Lot C. Directions are attached.