

8th ANNUAL

**Sept. 20, 2026
Noon to 4PM**



Street closed between
Watrous and Park Avenue
on SW 9th Street

What:

A 4 hour family/business street picnic allowing businesses to promote themselves, food and game vendors, music and other entertainment.

Where:

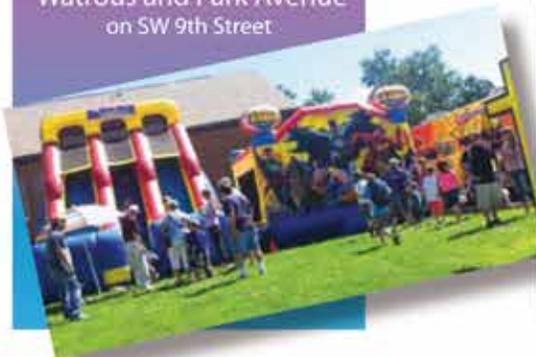
Between Watrous and Park Avenue on SW 9th Street

When:

September 20, 2026
Noon to 4p.m.

Why:

DSM Open Street SW 9th is a community event created to assist the Friends of SW 9th in enhancing the SW 9th Street corridor. Friends of SW 9th is in a collation of community groups dedicated to enhancing Des Moines corridors through planning, special events, communication and property improvements. Contact: friends of sw 9th.com



All photos from DSM OPEN STREET

Strategic Partnership Opportunities



Event Date:
September 20, 2026

Deadline for Vendor Space and Advertising July 1, 2026

Presenting \$2,000 (limit 1)

Name/Business logo designed next to DSMOpen identity all on material, Poster and Mailer.
Logo on Facebook event cover photo
Web Banner on website linking to Facebook
Free vendor location

Superhero \$1,000 (unlimited)

Name/Business logo on marketing material
Logo on all material
Web Banner on website linking to Facebook
Social Media recognition
Free vendor location

Hero \$750 (unlimited)

Logo on marketing material and website
Social Media recognition
Free vendor location

Friend \$500 (unlimited)

Logo on marketing material and website
Social Media recognition
Free vendor location

Supporter \$250 (unlimited)

Logo on marketing material and website
Free vendor location

*3,000 mailers/posters distributed by mail, handed out to schools, churches and businesses.

Web banner on chamber website linking to Friends of SW 9th Event.

Vendor Opportunities*

Benefits:

- 1) Sell goods and services.
- 2) Promote your business or organization.
- 3) Community involvement and awareness.
- 4) \$30 Application cost to vendor

Requirements:

- 1) Space needs to be reserved before July 1, 2026
- 2) Vendor is responsible for all tables, chairs and set up.
- 3) No equipment or advertising sign shall be fastened to, or posted on any hydrant, light pole, street fixture, tree, bench or other permanent structure.
- 4) Each vendor must clean his/her area and remove all goods/equipment at the event's close.
- 5) Vendors of taxable goods or services must meet State Board permit requirements.
- 6) No alcoholic beverages to be sold by DSMOPEN vendors.
- 7) Liability form must be signed before participating.
- 8) Liability: DSMOPEN STREET on SW 9th Street cannot be held responsible for any lost materials, merchandise, gifts, articles or items, regardless of value.
- 9) No rain date.
- 10) Vendor must be approved by DSMOPEN STREET SW 9th Street committee.
- 11) \$30.00 application fee must be paid in advanced.
- 12) Vendor contact and release must be signed if you want to be a vendor at the Festival.

*Deadline July 1, 2026 for sponsors to turn in money for the benefits to include printing of posters and mailers. All others are welcome after the deadline, but will not be included in print material.

Contact: Bill Hansen Phone: 515.577-6637

Email: hansen@networkiowa.com

website at www.friendsofsw9th.com



Now a 501 C(3)

