

Superday 2023  
Gasoline Alley Registration  
710 South Lions Park Drive  
Cheyenne, WY 82001  
bmckinley@cheyennecity.org  
307-773-1041



Dear Community Supporter,

The City of Cheyenne Community Recreation and Events and our Superday 2023 Presenting Sponsor HollyFrontier Sinclair invite you to participate in the Annual Superday. Superday is an annual celebration which serves to kick off July as National Parks & Recreation Month to promote a greater awareness of the value and availability of recreation and leisure activities, and to get people active.

Superday 2023 will be held in South Lions Park on Saturday, June 24, 2023 from 10:00 a.m. to 4:00 p.m. We are excited to let the community know the event will be hosted in the south end of Lions Park. The event will showcase some entertainment, demonstrations, recreation activities, family sports, food and beverage vendors, and, of course, our amazing exhibition of Gasoline Alley.

Please join us in the celebration by being a part of the Gasoline Alley exhibit. We look forward to seeing you! Registration deadline is June 9, 2023.

Sincerely,

Brandi McKinley, Superday 2023 Gasoline Alley Chair  
Cheyenne Community Recreation and Events

“ Superday is an annual celebration that kicks off July as National Parks & Recreation Month, and is hosted by the City of Cheyenne Community Recreation & Events Department in an effort to promote greater awareness of the value and availability of local recreation and leisure activities. ”

# Superday 2023 Gasoline Alley Guidelines

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1. Set up is Saturday, June 24 from 6:30 a.m. – 9:00 a.m.
2. One additional vehicle can be used to load/unload and must be moved to vendor parking area by 9:00 a.m. or your car is subject to be towed at vendor's expense. If parking in this area, cars will not be allowed to leave parking area until after 4:15 p.m. If vendor must leave sooner, please park in Lot C.
3. If a parking pass is needed, the Parking Pass must be visible on driver's side front window.
4. For the safety of all, Gasoline Alley participants must remain at the park until 4:15 p.m. Vehicle exiting will begin at 4:15 p.m. Please be patient and safe, as this is a busy time.
5. Selling of food or any other products is prohibited.
6. Only pre-packaged food products may be given away upon approval of Chair.
7. Guests of Gasoline Alley will need to provide their own tables, chairs, canopy, etc. There is very little shade; therefore, you'll need to prepare accordingly.
8. No utilities such as electricity or water will be provided.
9. If helium/Co2 is on site, the unit must be secured with chain and stake upon approval by the Vendor Chair.
10. No generators are allowed unless approved by Chair.
11. To protect our irrigation lines, permission to place stakes into the ground must be approved by Chair.
12. All registrations must be in by June 1 with a commitment to attend **rain or shine**.
13. Trailer parking will be in Frontier Parking Lot B off 8th Avenue. If special unloading/loading is required, please contact Brandi at the phone or email below.

Superday 2023 will be held if rain occurs but will be canceled due to extreme weather conditions. Due to the incredible amount of planning and participation of numerous volunteers, there is no reschedule date.

If you have not received communication within one week prior to the event, please contact me (see below contact information).

I look forward to seeing you at Superday 2023. If you have questions, please don't hesitate to call or email me.

Brandi McKinley, Superday 2023 Gasoline Alley Chair  
(307) 773-1041 or email [bmckinley@cheyennecity.org](mailto:bmckinley@cheyennecity.org)



# Superday 2023 Gasoline Alley Registration Form

*Please print and complete all lines before June 9, 2023*

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone (Day of Event Use): \_\_\_\_\_ Email Address: \_\_\_\_\_

Vehicle Dimensions: \_\_\_\_\_

Vehicle Display/Description:

Will you need a parking pass for an additional vehicle for unloading/loading? Yes  No

Upon receipt of registration, you will receive a confirmation email with directions of entry into the park on Saturday, June 24. Any large trailers will need to make special arrangements.

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## **For Office Use Only:**

Registration Received on: \_\_\_\_\_

Space # Assigned: \_\_\_\_\_ Conf. Email Sent with Map: \_\_\_\_\_