



Updated First Friday Processes and Procedures

This New First Friday Application Process Will Include:

- [Eventeny](#), a new online platform for all First Friday applications and event details
- Clearly outlined First Friday rules, expectations, and participant qualifications
- A **NEW one-time First Friday Partnership Application** to become an Approved First Friday Partner and to have access to monthly First Friday applications.
- A **NEW first-come, first-serve First Friday Monthly Application** for approved First Friday Partners.
- A **NEW timeline** for First Friday Applications
- A **NEW waitlist** to be approved for First Friday should an opening arise

Please read the below for additional requirements for First Friday Participants:

- All non-profit organizations will be required to **submit proof of their non-profit status** in the Partnership Application. Non-profit organizations may either submit their IRS Determination Letter **or** Certificate of Formation as proof of non-profit status.
- All businesses wishing to sell taxable goods at First Friday (artists and food trucks) **must provide a copy of their Texas Sales and Use Tax Permit** in the Partnership Application.
 - In order to sell any taxable goods at First Friday, businesses must have a current Texas Sales and Use Tax Permit.

Directions for The New Application Process:

Step 1: Create your free Eventeny Account: eventeny.com

- Helpful Resources:
 - [Setting Up an Eventeny Account](#)
 - [Eventeny Knowledge Base](#)

Step 2: Fill Out Your **One-Time Partnership Application**, pay the one -time \$50 Partnership Application fee, and review the updated First Friday Terms and Conditions.

- All applicants will be required to pay the one-time \$50 Partnership Application fee.
Monthly Applications will remain \$30 for artists.
- Before applying for any specific event, you must first submit this one-time Partnership Application. This application **does not** apply to a specific First Friday.
 - Be sure to select the application that most closely aligns with your business/organization. (We've added a few categories, so you may be applying through an application with a different name!)
- Partnership Applications must be submitted **at least two months** before the first event you wish to participate in.
 - **Example:** To apply for August First Friday, submit your Partnership Application by **June 10th at 12:00 PM (Noon)**.
 - You will receive additional information on your Partnership Application by the 15th of the month.
 - Partnership Applications submitted after the 10th of the month at 12:00 PM (Noon) **will NOT be reviewed until the 10th of the following month.**
 - **Partnership applications are NOT reviewed on a first come, first served basis.** As long as your Partnership Application is submitted within the specified timeframe, the order in which an application is received does not factor into the application review process.
- Note: So long as you remain an active partner of First Friday (applying to at least 1 First Friday each year) you will only need to complete the Partnership Application and pay the Partnership Application fee one time. If 12 months lapse without a Monthly First Friday application from you, you will need to resubmit a Partnership Application and pay the Partnership Application fee again.
- **Becoming a Partner of First Friday does not guarantee your participation in the event.** Partnership only means you will be able to apply to participate in each event.

Step 3: Fill Out your **Monthly Event Application** one month before the First Friday you wish to be a part of.

- If your Partnership Application is approved, you will receive private application links for individual First Friday events by email. Please **DO NOT** share these application links with anyone outside of your business or organizations.
- You must submit a separate Monthly Event Application for each First Friday event you wish to attend. These applications are approved on a **first-come, first-served** basis, so we recommend applying as soon as these open each month. Please note that spaces are limited and you may not be able to participate every month.
 - **Monthly Event Applications open on the 1st of the month** prior to the event you wish to participate in and **close on the 10th** of the month.
 - **Example:** Applications for August First Friday will open on July 1st at 12:00 PM (Noon) and close on July 10th at 12:00 PM (Noon).

Step 4: Await additional details for your Monthly Application to be sent by the 15th of each month.

- If you were added to the waitlist, we'll notify you as soon as/if space becomes available!

Example Timeline for August First Friday	
November 2025 – October 2026	<p>First Friday Partnership Applications open on Eventeny.com (This application must only be completed one time – not every month.)</p> <p>First Friday Partnership Applications can be found here: https://www.eventeny.com/events/first-friday-in-downtown-bryan-2026-24457/</p>
Wednesday, June 10th at 12:00 PM	Deadline to submit Partnership Application to be able to register for August First Friday (Please keep in mind this is a ONE-TIME application and does not have to be completed each month)
Monday, June 15th	Participants will be notified of their First Friday Partnership Application status
Thursday, June 25th	Participants will be sent private registration links for August First Friday (These links will not become active until July 1 st at 12:00 PM)
Wednesday, July 1st at 12:00 PM	August First Friday registration links become active/Applications open via the link sent by email. (Links will be sent again on July 1 st at 11:45 AM)
Friday, July 10th at 12:00 PM	August First Friday applications close
Wednesday, July 15th	August First Friday applicants notified of application status
Friday, July 31st	August First Friday location assignments and additional details sent to approved applicants

**The timeline for applications in subsequent months will follow the same timeline as listed above. **