

Festival Food Vendor Application

PETALUMA DOWNTOWN ASSOCIATION PRESENTS



Don't miss this chance to be a part of one of the North Bay's largest & most beloved event!

(This is a NON-Local food vendor application. "Local"= Petaluma, not Sonoma County)

Parade Date: Saturday, April 25, 2020

Festival Times: 10:00 am – 5:00 pm

Location: Downtown Petaluma, California

Theme: "Community – The Heart of Petaluma!" celebrating the generosity and compassion of our wonderful community.

Petaluma's 39th Annual Butter & Egg Days Parade celebrates all things Petaluma. The 2020 theme recognizes the importance of our outstanding, engaged nonprofits, businesses, and volunteers with huge giving hearts that fuel our community spirit. It's what makes Petaluma such a special place to live. The parade has over 100 units with approximately 3,000 participants and 200 volunteers.

The Butter & Egg Days Festival is a feast for the entire family offering a wide variety of festival foods, crafts, arts, live music and more. The Festival has two large "kids areas" that include inflatable toys, hands on activities, rides and so much more.

Anticipated Attendance: 25,000+

Application: Filling out this application does not reserve your spot. The Petaluma Downtown Association has the right to decline your application for any reason. If you are declined you will receive a full refund of your monies. Upon being accepted you will receive an acceptance letter and your health and fire permit applications & insurance requirements. Liability Insurance is required at this event. All confirmations of space and instruction will be sent out via email on April 10th provided we have received your permits and insurance.

Payment: The application is considered incomplete without the full payment. This fee is for the space only; no structures are included with the fee. A \$35 charge will be applied for all bounced checks, no exception. If paying with a credit card, please know there will be an additional processing and convenience fee that could be upwards of \$100. To avoid this fee you may send your application with a check in the mail.

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Security / Cleaning Deposit: (separate check required) If accepted you will be required to submit a \$200.00 – refundable, if in compliance with instructions.

Cancellations: Must be received by March 18, 2020 by 5pm to be eligible for 50% refund. After March 18, 2020 at 5pm all monies will be forfeited. All cancelations and refund requests must be faxed, emailed or mailed. The Festival will be held rain or shine. No refunds will be given for uncontrollable natural circumstances.

What We Provide: The exhibitor is responsible to set up, break down and clean their space. Our PDA team will provide you with a 10ft by 10ft space. A separate 10ft by 10ft space is required for a cooking, in most cases this can be accommodated behind or next to the serving space at no charge. We do NOT provide tables, chairs, pop ups, tents, linen, generators, or electricity. Please note the use of large and/or loud generators is prohibited.

Fire Regulations: Exhibitors must comply with the Petaluma Fire Department Regulations or you will be removed from the event without refund.

Merchandise & Sales: Petaluma police will be on-site to assist with the event, however, the festival is not responsible for any items you bring to the event. This is a juried event. All items for sale must be approved by the event producers.

Insurance Requirements & Resale Number: All food and restaurant vendors must have \$1,000,000 of liability insurance for the event with our company listed as additionally insured. Please do not get insurance until you have received your acceptance letter. Valid sales tax resale number from the California State Board of Equalization is required. If you don't have one, you can get one by visiting www.boe.ca.gov or by calling 800-400-7115. It is your responsibility to report and forward all sales tax collected to the state.

Food Trucks: You will be given a 10ft by 20ft space. It is required that you submit photos of your vehicle and exact dimensions with this application. Additionally you will need to provide proof of permit to operate in Sonoma County *if* you get accepted.

Menu Items: To prevent vendors from selling the same product we only ask that you give us your three top choices for main dishes and your top two choices for side dish. We try our best to give everyone their first choice but it is not guaranteed. We will tell you which items we approved for sale in the acceptance letter. We allow 3 main menu choices and 2 side dish choices per booth. Signage cannot be higher than 4ft above your booth.

Grilling: No BBQ grills are allowed, only clean propane grills. If your grill creates excessive smoke, you could be liable for any damage done to adjacent exhibitors or attendees.

Beverages: No alcoholic beverages may be sold. San Francisco has placed a ban on plastic water bottles. You cannot sell water at the event.

Clean Event: You must use compostable products at all times.

Clean-Up: The exhibitor is responsible for cleaning their area properly. Cleanup expectations will be sent to you in the participation packet. Failure to keep your space clean will result in a loss of the full security deposit.

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Application *(please fill out entirely)*

Name of Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Please email my information to me. Please mail my information to me.

Primary Phone: () _____ Day of Festival Phone: () _____

Email Address: _____

Business Website: _____

Alternate Contact: _____ Phone: () _____

Have you participated as a vendor at this event before? YES NO

Food Truck? What are your dimensions? _____

Sales Tax/ Resale Number: _____

Type of Food: _____

(American, Asian, Hispanic, Greek, Italian, Middle Eastern, Restaurant, other)

Please list and describe your menu items: *(3 Main dishes and 2 side dishes)*

1. _____

2. _____

3. _____

1. _____

2. _____

Comments or request?

It is required that all applicants submit photos of their booth set up or food truck with this application.

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Application Booth Fees

All applications are considered incomplete without the proper payment.

Checks or money orders should be made out to the Petaluma Downtown Association 210 Lakeville Street, Petaluma, CA 94952.

- \$1,500 Vendor Fee**
- \$950 Food Truck Fee**
- \$1,200 Vendor Fee** (20% discount for Sonoma County Vendors)
- \$760 Food Truck Fee** (20% discount for Sonoma County Vendors)

Release of Liability

I/we hereby understand and agree to accept the risk of bodily injury and/or property damage which I/we may incur or cause a third party to incur as a result of my/our participation in the Butter & Egg Days Parade & Festival. With this understanding, I/we further agree to indemnify, defend and save harmless the Petaluma Downtown Association, Inc., City of Petaluma, its Boards, its Commissions and their respective officers, agents, contractors and employees from and against any and all claims, losses, injuries, suits and judgments arising from, or in connection with/my successors, assigns, heirs, executors and administrators, and any other persons or entity's who/which may have a claim based on my/our personal injuries and/or property damage. I/we further understand and agree that this save harmless and indemnification shall apply to and all facilities that the Petaluma Downtown Association, Inc., City of Petaluma may own and/or control. I/We understand that segments of the media will be present at the parade and I/We grant an unconditional release for all rights of publications, press, radio and television present and future, along with all video and photographic rights by virtue of their appearance. Furthermore, I/we have read and agree to abide by the Butter & Egg Days Parade & Festival guidelines and rules, as shown in the pages provided and those to be presented with the participant's information package if my application is accepted. By signing below the exhibitor expressly releases the Petaluma Downtown Association and the City of Petaluma from any and all liability from any damages injury, theft or loss to any person or goods which may arise from the occupation of space by the exhibitor.

Signature: _____ Date: _____

Printed Name: _____

Contact Us

For questions please contact the Event Coordinator, Ty Camacho
ty@petalumadowntown.com or call 707-762-9348.