



# Butter & Egg Days Exhibitor Application & Information

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## Event Details:

**Date & Times:** Saturday, April 23, 2022 ~ 10:00 - 5:00 pm, Parade starts at Noon

**Location:** Downtown Petaluma, California

**Theme:** “Community – The Heart of Petaluma!”

**About:** Petaluma’s 39th Annual Butter & Egg Days Parade celebrates all things Petaluma. The 2020 theme “Community – The Heart of Petaluma!” 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, two large “kid areas” that includes jumpies, hands on activities, rides and so much more spreading over four city blocks.

**Anticipated Attendance:** 25,000 +

## Who can use this Application?

### **YES:**

**Non-profits:** Must provide proof of their nonprofit status.

**Handmade Artists & Crafters:** Must include photos of their studio where work is made.

**Wholesale/Imported Exhibitors:** Crafts and arts not made by exhibitor.

**Small Commercial Businesses:** small businesses with 5 or less employees, not part of a larger organization.

**20% Discounts are given to Local Petaluma Businesses:** Address must be in Petaluma, not Sonoma County.

**30% Discounts are given to Petaluma Downtown Association Members:** Your membership must be active.

### **NO:**

**Large Commercial Businesses:** *Businesses with MORE than 5 employees must apply as a Sponsor of the event.*

**Food Vendors:** *If you are cooking onsite, you need to apply using the Food Vendor Application. Pre-packaged food items like cookies or beef jerky, can apply using this application.*

# BUTTER & EGG DAYS



★ APRIL 23 ★



## Exhibitor Application

Name of Business: \_\_\_\_\_

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

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

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

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

Are you a member of the Petaluma Downtown Association?      YES      NO

Sales Tax/ Resale Number\*: \_\_\_\_\_

*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](http://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.*

Please describe what you are selling/promoting in your space:

\_\_\_\_\_

\_\_\_\_\_

Location request: \_\_\_\_\_

# of FREE Promotional Postcards: \_\_\_\_\_

- ❖ **All exhibitors selling items must provide pictures of their merchandise and booth set up to be considered.**
- ❖ **We provide:** A 10ft by 10ft **space only**. We do not provide tents, tables, chairs, linen, generators or electricity. We do not allow large loud generators.
- ❖ Booth **sharing** is NOT permitted.
- ❖ **Payment** due with application. Space fees are at the bottom of the application.
- ❖ **Cancellations:** must be received in writing 60 days prior to the event or all monies deposited will be forfeited. The festival will be held rain or shine. No refunds will be given.
- ❖ **Liability & Insurance Requirements:** of the Petaluma Downtown Association, its directors, its employees, volunteers, the Promoter, the City of Petaluma and the County of Sonoma shall be waived and released from any theft, injury or damage to merchandise, themselves or their helpers. We encourage all vendors to provide their own insurance to protect themselves and their merchandise. We will require insurance from some exhibitors, like Chiropractors, Face painters, etc.

**Status Letter will be emailed within 10 business days of receiving this application. Participant Packet will be emailed early April with space #, map and set up/ break down instructions.**



## Exhibitor Space Fees

Please select your category and number of spaces below. **If you apply at the wrong category, your application will be declined, your money refunded and you will need to apply again.**

To qualify for the **Local Petaluma business 20% discount**, you **MUST** have a Petaluma address. Sonoma County does not count. PLEASE be honest, this is an effort to support local businesses. Dishonesty will result in removal of the event. Active **Petaluma Downtown Association Members** will receive a **30% discount**.

- \$185 Nonprofit:** must provide proof of nonprofit status. (\$148 Local Petaluma/\$129 PDA Member)
- \$250 Handmade Artist/Crafter:** must include photo of studio where make work. (\$200 Local Petaluma/\$175 PDA Member)
- \$325 Wholesale/Imported Exhibitor or Merchant:** crafts and arts not made by the exhibitor. (\$260 Local Petaluma/\$227.50 PDA Member)
- \$475 Small Commercial Business:** Small businesses with 5 or less employees- 6 or more employees must apply as an event Sponsor. (\$380 Local Petaluma/\$332.50 PDA Member)
- \$75 Corner Space (additional separate fee- if available):** We will not charge you for the corner unless we are able to place you in one.
- Active **Member of the Petaluma Downtown Association (PDA)**
- Kids Area Entertainment-** We will contact you about space availability and fee

**Amount included in this Application:** \_\_\_\_\_

### **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. We strongly advise you to carry event insurance. 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: \_\_\_\_\_

For questions please contact the Event Coordinator:  
Sarah Tipple ~ [Sarah@VisitPetaluma.com](mailto:Sarah@VisitPetaluma.com) or call 707-762-9348