

Festival Local 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!

(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+

We Provide: Approximately 10 by 10 of space. We do not provide tents, tables, chairs, linen, coverings, generators or electricity. Please note that we do not allow the use of large and/ or loud generators.

Cancellations: Must be received by March 18, 2020 or all monies will be forfeited. The Festival will be held rain or shine. No refunds will be given.

For updated information on the event, please visit our website

www.petalumadowntown.com

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Name of Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

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

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 or by calling 800-400-7115. It is your responsibility to report and forward all sales tax collected to the state.

Please describe your merchandise:

Comments or request?

All merchants selling items must provide pictures of their merchandise and booth set up to be considered.

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Application Booth Fees

All applications are considered incomplete without the proper payment. Checks should be made out to the Petaluma Downtown Association and mailed or delivered to the address: 210 Lakeville Street, Petaluma, CA 94952.

- **Large Commercial Businesses:** Call for sponsorship opportunities.
- **Service Related Businesses:** please call, pricing is based on size. 707-762-9348

Booth sharing is NOT permitted.

- \$150/ \$100 Member Nonprofit:** must provide proof of their nonprofit status. *(Not allowed to sell items)*
- \$250/ \$200 Member Petaluma Merchant/ Handmade Artist:** must make their product including photography, packaged goods, etc. OR be a storefront merchant in Petaluma.
- \$425/ \$375 Member Small Commercial Business:** specifically for small businesses with 5 or less employees. This is an independent business not part of a larger organization.
- \$75 Corner Space:** call for availability.
- Call for pricing Kids Area Entertainment**
- I am a current PDA member. Members are entitled to a \$50 discount!**

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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: _____

Confirmation email will be sent by April 10th with set up and break down instructions.

Contact Us

For questions please contact the Event Coordinator, Ty Camacho

ty@petalumadowntown.com or call 707-762-9348