



# Butter & Egg Day

## Food Vendor/Truck Application & Information

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### Event Details:

**Date & Times:** Saturday, April 22, 2023 ~ 10:00 - 5:00 pm, Parade starts at Noon

**\*New this year:** the Spring Antique Faire will be held the following weekend on Sunday, April 30<sup>th</sup>

**Location:** Downtown Petaluma, California

**Theme:** **"There's No Place Like Home" - Celebrating the Parade's 40<sup>th</sup> Ruby Jubilee**

**About:** The 2023 parade highlights 40 years of tradition in Petaluma and is an opportunity to celebrate our community, our history, and our great sense of fun! This year we ask you to join in celebrating the Ruby Jubilee Anniversary and the Theme of **"There's no Place Like Home"** which will incorporate artistic visions from the Land of OZ, Ruby Slippers, our amazing earth (as it's also EARTH DAY), and what makes Petaluma such a special Hometown. This year's parade should inspire and bring smiles to the masses. It's our day to shine, celebrate with our community, and show off all the wonderful qualities Petaluma is known for that makes it the best place on Earth to call home.

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 all spread over four city blocks.

**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 with the insurance requirements. Liability Insurance is required at this event. All confirmations of space and instruction will be sent out via email in early April provided we have received 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 call our office to give us the credit card over the phone.

**Cleaning Fee:** If your booth space is left with trash or needs to be cleaned by our staff at the end of the event, we will send you a \$200 cleaning fee invoice. By signing this form you are in agreement with this fee.

**Cancellations:** Must be received 60 days prior to the event date to be eligible for a 50% refund. If cancelation is received within 59 days of the event all monies will be forfeited. All cancelations and refund requests must be in writing. The Festival will be held rain or shine. No refunds will be given for uncontrollable natural circumstances.

**What We Provide:** The food vendor is responsible to set up, break down and clean their space. Our PDA team will provide you with a 10ft by 20ft space only. If you are a food truck and need more space, you must

# BUTTER & EGG DAYS



★ APRIL 22 ★

PETALUMA DOWNTOWN ASSOCIATION

include your dimensions below. 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 Compliance:** You will receive a Fire Compliance Checklist with your participant packet. During the event, the Fire Dept will be come by your booth to confirm compliance and gather the checklist. Vendors 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 the following listed as additionally insured: The Petaluma Downtown Association, The City of Petaluma and Sonoma County. We will send you detailed insurance requirements in your acceptance letter. A 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.

**Food Trucks:** You will be given a 10ft by 20ft space, if you need more, you need to let us know. Please submit photos of your vehicle and exact dimensions with this application. Additionally, you will need to provide proof of a 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 of side dishes. We try our best to give everyone their first choice but it is not guaranteed. We will tell you which items are 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 coal or dirty gas 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.

**Green Event:** You must use compostable products at all times.

**Clean-Up:** The food vendor 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 \$200 cleaning fee invoice.

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## Food/Truck Vendor Application

*Not complete without signature page*

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

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

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

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

Primary Phone: \_\_\_\_\_ Day of Festival Phone: \_\_\_\_\_

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

Business Website: \_\_\_\_\_

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

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

*\*(must have Petaluma Biz license & address in Petaluma)*

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

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

Local Sonoma County Residents will receive 20% off space fee. Active PDA members will receive 50% off space fee. PLEASE be honest. This is an effort to support local businesses.

- \$1,500** Food Vendor 10x20 Space
  - o \$1,200 Local Sonoma County
  - o \$750 PDA Member *(must have Petaluma Biz license & address in Petaluma)*
- \$1,000** Food Truck 10x20 Space
  - o \$800 Local Sonoma County
  - o \$500 PDA Member *(must have Petaluma Biz license & address in Petaluma)*
  - o Dimensions of your truck: \_\_\_\_\_

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- use separate page if desired)*

Main 1. \_\_\_\_\_

Main 2. \_\_\_\_\_

Main 3. \_\_\_\_\_

Side 1. \_\_\_\_\_

Side 2. \_\_\_\_\_



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.

**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: \_\_\_\_\_

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

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