

The logo for the 2010 Santa Monica Festival. It features a stylized sunburst or flower-like graphic at the top left. The year "2010" is written in a small font inside the graphic. To the right of the graphic, the words "santamonica" and "festival" are written in a bold, lowercase, sans-serif font. "santamonica" is smaller and positioned above "festival".

2010 santamonica
festival

Saturday, May 8, 2010
Community Booth Application

Dear Community Organization,

The 2010 Santa Monica Festival will take place on **Saturday, May 8th from 11:00 am to 6:00 pm at Clover Park**. The City of Santa Monica Cultural Affairs Division, the City of Santa Monica Environmental & Public Works Department, and Community Arts Resources (CARS), are pleased to invite you to submit an application to participate in the Town Square at this year's event.

The Town Square - a forum for city departments and select non-profit organizations such as yours to share their goals and activities with the community at large - will once again be one of the main highlights of the day. In addition, the Festival will feature music and dance performances on two stages, hands-on workshops and demonstrations, an international Marketplace and a Global Café. The festival is Southern California's first large-scale, zero waste, green powered event. With an ever-expanding profile in Santa Monica and Los Angeles, we expect 10,000 – 15,000 participants at this free, all-day event.

Below you will find a **Community Organization Application**. Your fee to participate is \$150 for a 10' x 10' booth, 8-foot table, two folding chairs and a sign with your organization's name. For \$90, your organization can elect to share a 10'x10' booth, which includes a 6-foot table, two folding chairs and a sign with your organization's name. There is also a \$25 cleaning deposit, which will need to be submitted as a separate check. The cleaning deposit will be returned to you the day of the festival based upon the contingencies outlined in the enclosed **Booth Condition Sheet**. Kindly review the Application and Condition Sheet and return the completed form to the CARS office as described on page 2 **by March 5, 2010**. *Booth space is extremely limited*

If you have any questions, please do not hesitate to contact me at 213/365-0605 or via email at gigi@carsla.net. I look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink that reads "Gigi de Pourtales Davis".

Gigi de Pourtales Davis
Booth Coordinator, Santa Monica Festival 2010

INSTRUCTIONS: PLEASE COMPLETE THE APPLICATION FORM

**IF YOU HAVE ANY QUESTIONS CONTACT GIGI DE POURTALES DAVIS
AT COMMUNITY ARTS RESOURCES.**

PHONE: 213/365-0605 FAX: 213/365-0702

EMAIL: GIGI@CARSLA.NET

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Saturday, May 8, 2010

Community Booth Application

READ ALL INFORMATION CAREFULLY AND COMPLETELY

- Read and sign the Agreement below
- **Full payment MUST accompany your application (two checks, one for the booth fee and any additional chairs/tables and a second check for the \$25 security deposit)**
- Make checks payable to CARS (Community Arts Resources)
- Mail your completed application to:

Gigi de Pourtales Davis
Community Arts Resources (CARS)
3780 Wilshire Boulevard, Suite 1020
Los Angeles, CA 90010
Ph. 213/365-0605 Fax: 213/365-0702
gigi@carsla.net

Contact Name: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____ Website: _____

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√ INDICATE YOUR PREFERENCES BY CHECKING THE APPROPRIATE BOX(ES)

PLEASE NOTE: Community booth fee includes a 10' x 10' booth (8' high), an 8' table and 2 chairs and a 4' x 2' sign. Shared booth fee includes a shared 10'x10' booth (8' high), a 6' table, 2 chairs and a 4' x 2' sign with your organizations name.

Check 1:

	Community Booth Rental Fee	\$150.00
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	Community Booth Share	\$90.00
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Sales permitted only if merchandise directly pertains to, and proceeds benefit, participating non-profit organization

	Cost of additional tables and chairs		
	_____ Folding Chair	\$5/each	Add: \$ _____
	_____ 6' Table	\$7/each	Add: \$ _____
	_____ 8' Table	\$10/each	Add: \$ _____
			Total: \$ _____

Check 2:

4	Cleaning/Security Deposit*	\$25.00
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PLEASE ATTACH A SEPARATE \$25 CHECK
Required for all booth categories
Refundable contingent upon the terms of the Rental Conditions

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Community Booth Application

PLEASE MAKE BOTH CHECKS PAYABLE TO CARS.

Additional Information

This must be completed in detail or it will be returned to you.

- NO FOOD SALES OR DISTRIBUTION PERMITTED
- Please list any display equipment (screens, shelves, racks, etc) you may be bringing.
- Please list everything you wish to distribute. Anything not listed here will not be permitted at the festival.
- **Please list the interactive activities you will have at your booth so that we can include them in the program to promote attendance at your booth.**

Signage (as it should appear the day of the festival) LIMIT 30 CHARACTERS

Terms & Conditions

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Community Booth Application
COMMUNITY ORGANIZATION RESPONSIBILITIES

- You are responsible for bringing all equipment (display cases, racks, shelves, etc. indicated and approved on the application) beyond what is provided by the Festival.
- Displays, decorations and items to be sold should not extend beyond the dimensions of the booth.
- Electricity will not be provided.
All booths must be set-up by 10:30 am. Failure to appear one hour before the official start of the event may result in forfeiture of your booth space.
- **Load-in time is between 9:00 – 10:30 AM.** Everyone must load-in during this time and all vehicles must be parked in a designated lot by 10:30 AM.
- The Santa Monica Festival and its producers are not responsible for your booth belongings and will not supervise your booth in your absence. **EVERYONE is responsible for bringing ample assistance to run his or her booth.**
- You are required to bring their own dolly or cart if needed. **The Festival CANNOT provide dollies or carts for you the day of the festival.**
- Be prepared for wind and large crowds by securing items within the booth space.

CONDITIONS FOR RETURN OF REFUNDABLE CLEANING DEPOSIT

- **Remain open until the close of the Festival (6:00 PM)**
- Clean table(s) and remove all waste to appropriate recycling receptacles. Recycled items such as boxes must be torn down and taken to bins in parking lot.
- Leave table(s) and chairs in booth area.
- Remove all personal equipment, decorations, etc.
- Check out with Community Booth Supervisor before departing the Festival grounds.

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HOLD HARMLESS AND CANCELLATION CLAUSE

The Santa Monica Festival and its producers shall remain harmless against and from any and all claims arising from the vendor's use of the Festival premises or the conduct of the vendor's business or from any activity, work or things done. Notwithstanding anything else said or written, Santa Monica Festival 2010 may cancel the event or any portion of the event, or change the nature of the event or date and timing thereof, at any time for any reason, such as inclement weather conditions, financial constraints, civil commotion, acts of God. In the event of such cancellation, Santa Monica Festival 2010 will, at its sole discretion, refund a sum equal to or no more than 50% of the rental fee set forth; the booth fee is otherwise non-refundable. Any party to any agreement with Santa Monica Festival 2010 relating to the event hereby acknowledges and agrees that under no circumstances will the Santa Monica Festival 2010 and its producers be held responsible for any consequential or indirect damages that may result from a cancellation or modification of the event.

Booth Agreement

***All applicants must sign the agreement below.
We will not accept any unsigned applications.***

The undersigned has read and agreed to the conditions of booth rental for the Santa Monica Festival 2010 and understands that the matters set forth do not constitute a binding contract until written notification has been issued by the festival producer (CARS).

Signature of organization representative: _____

Name (PLEASE PRINT): _____

Date: _____

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