



Saturday, May 8, 2010
Merchandise Booth Letter

Dear Merchandise Vendor,

2010 marks the nineteenth year of the **Santa Monica Festival**, to be held on Saturday, May 8, 2010 at Clover Park from 11:00 am to 6:00 pm. The City of Santa Monica Cultural Affairs Division, the City of Santa Monica Environmental and Public Works Management Department, and Community Arts Resources (CARS) are pleased to invite you to submit an application to participate in this exciting event.

The Santa Monica Festival celebrates the cultural and artistic diversity of Santa Monica and the environment that sustains this vibrant city. The festival is Southern California's first large-scale, zero-waste, green powered event. The Festival features traditional and cutting-edge music and dance performances on two stages, hands-on workshops, demonstrations, a Community Square, an Eco Zone, a Marketplace, and a Global Cafe. The free Festival has an ever-expanding profile in Santa Monica and Los Angeles and attracts 10,000 – 15,000 people.

Below you will find a Merchandise Vendor Application Form and Condition Sheet. Please review both and **return the completed form and payment to CARS by Friday, March 5, 2010.**

Booth spaces are limited and applications will be reviewed based upon a wide variety of criteria including the timeliness of its submission. The success of your application will be decided by the information you provide - be sure to include price lists, photographs, references and anything else that will distinguish you from others. We are looking for original and unique booths that are well presented and serve the festival-goers in a fun, friendly and informative manner. We especially encourage those that are local and produce handmade goods to apply.

Sending in an application does not guarantee acceptance as a vendor in the festival. All material will be considered and you will be informed shortly on whether or not you have been accepted.

We look forward to hearing from you soon. If you have any questions, please contact me at CARS at 213/365-0605 or via email at rachel@carsla.net.

Sincerely,

Rachel Burke
Booth Coordinator
Santa Monica Festival 2010

INSTRUCTIONS: PLEASE COMPLETE THE APPLICATION FORM

Your application is due on March 5th, 2010.
Applications WILL NOT be accepted if they are incomplete.
Incomplete applications will be returned to you.

Please return to Rachel Burke at CARS.
Phone: 213/365-0605 Fax: 213/365-0702 Email: rachel@carsla.net

www.carsla.net

Page 1 of 6



Saturday, May 8, 2010
Merchandise 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 refundable \$75 security deposit)**
- Make checks payable to CARS (Community Arts Resources)
- Mail your completed application to:

Rachel Burke
Community Arts Resources (CARS)
3780 Wilshire Boulevard, Suite 1020
Los Angeles, CA 90010
Ph. 213/365-0605 Fax: 213/365-0702
rachel@carsla.net

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____ Website: _____

<p><u>CARS use only</u></p> <p>Deposit received: _____</p> <p>Booth fee rcvd: _____</p> <p>Total Chairs: _____</p> <p>Total Tables: _____</p> <p>Check #'s: _____</p>

Merchandise Information

Please return to Rachel Burke at CARS.
Phone: 213/365-0605 Fax: 213/365-0702 Email: rachel@carsla.net

DEADLINE: March 5, 2010



Saturday, May 8, 2010
Merchandise Booth Application

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

- Please list all merchandise or information you will be distributing. Include prices, photos or sample material.
- Please list any display equipment (screens, shelves, racks, etc) you may be bringing.
- Attach additional pages if necessary.
- **Food sales and/or distribution not permitted.**

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

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

Please return to Rachel Burke at CARS.
Phone: 213/365-0605 Fax: 213/365-0702 Email: rachel@carsla.net
DEADLINE: March 5, 2010
Page 3 of 6



Saturday, May 8, 2010
Merchandise Booth Application

PLEASE NOTE: All fees include a 10' x 10' tent (8' high), an 8' table, 2 chairs and a 4' x 2' sign.

Check 1:			
Merchandise Booth Rental Fee			\$300.00
Cost of additional tables and chairs			
_____	Folding Chair	\$5/each	Add: \$ _____
_____	6' Table	\$10/each	Add: \$ _____
_____	8' Table	\$15/each	Add: \$ _____
			Total: \$ _____

Check 2:	
Cleaning/Security Deposit	\$75.00
<i>PLEASE ATTACH A SEPARATE \$75 CHECK</i>	
<i>Required for all booth categories</i>	
<i>Refundable contingent upon the terms of the Rental Conditions</i>	

PLEASE MAKE BOTH CHECKS PAYABLE TO CARS.

Send to:
CARS
Attn: Rachel Burke
3780 Wilshire Blvd., Suite 1020
Los Angeles, Ca 90010

TERMS & CONDITIONS

Please return to Rachel Burke at CARS.
Phone: 213/365-0605 Fax: 213/365-0702 Email: rachel@carsla.net
DEADLINE: March 5, 2010
Page 4 of 6



Saturday, May 8, 2010
Merchandise Booth Application

MERCHANDISE VENDOR 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.
- Vendors may sell only those items indicated and approved on application form.
- **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.
- **Load-in time is between 7:30 – 9:30 AM.** You must load-in during this time and all vehicles must be parked in a designated lot by **9:45 AM.**
- The Santa Monica Festival and its producers are not responsible for your booth belongings and will not supervise your booth in your absence. **Please bring ample assistance to run your booth.**
- Vendors are required to bring their own dolly or cart if needed. **The Festival WILL NOT provide dollies or carts.**
- Be prepared for wind and large crowds by securing items within the booth space.
- Acquire any necessary permits to run a lawful business enterprise in the City of Santa Monica.
- **Plastic Bags are prohibited by the City of Santa Monica. Vendors may only use paper bags.**

CONDITIONS FOR RETURN OF REFUNDABLE CLEANING DEPOSIT

- **Remain open until the close of the Festival (6:00 PM)**
- This is a Zero Waste event. Vendors must clean table(s) and remove all waste to appropriate recycling receptacles. Recycled items such as large 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 Merchandise Booth Supervisor before departing the Festival grounds.**

TERMS & CONDITIONS CONTINUED

If you have any questions please contact Rachel Burke at CARS
Phone: 213/365-0605 Fax: 213/365-0702 Email: rachel@carsla.net



Saturday, May 8, 2010

Merchandise Booth Application

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: _____

**If you have any questions please contact Rachel Burke at CARS
Phone: 213/365-0605 Fax: 213/365-0702 Email: rachel@carsla.net**