



**SEBASTOPOL**  
Chamber of Commerce  
& Visitor Center

# 71st Sebastopol Apple Blossom Festival and Parade



## “2017: An Apple Blossom Odyssey”

Dear Applicants,

Please read the application and agreement carefully, as there are a few significant changes, especially the following:

- \* Applications **MUST** be returned via mail ONLY and must be **COMPLETE** to be considered.
- \* Late applications will be assessed a \$25. late fee!
- \* Vendors may not bring pets unless they have proof it is a licensed service dog.

All applications will be reviewed by our vendor selection committee. Previous acceptance does not guarantee inclusion in the Sebastopol Apple Blossom Festival. We will continue to give preference to local vendors and products.

We have an excellent, seasoned team of volunteers who have been working hard to create a successful weekend. Please cooperate with them to assure the same result. We look forward to receiving your applications for the 2017: An Apple Blossom Odyssey

Best wishes,

*Teresa Ramondo*

*Teresa Ramondo*  
Executive Director

*John*

*Gio*

*Linda*

John

Gio

Linda

Festival Steering Committee



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# 71st Sebastopol Apple Blossom Festival and Parade



Ives Park/Sebastopol Center for the Arts • Sebastopol

April 22 & 23, 2017

## Non-Profit Vendor - Booth Application

Business Name \_\_\_\_\_ CA Sellers Permit # \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Email \_\_\_\_\_ Website \_\_\_\_\_

Previous Apple Blossom Vendor: Yes  No  If so, what years? \_\_\_\_\_

**A limited number of booth spaces are available with preference given to Non-Profits.**

**Product Description:** All items for sale or distribution are subject to approval and must only be promotional in nature (t-shirts, books, bags, etc). Please attach samples of any printed material to be distributed at the event. If you are having a raffle, please list the raffle item(s) here and the cost per raffle. Attach 1 photo of booth. (Photos will not be returned).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Product Price Range: (Lowest Price) \_\_\_\_\_ (Highest Price) \_\_\_\_\_

**Booth Setup Time is Saturday April 22nd between 6 am to 9am NO EXCEPTIONS**

**Booth Dimensions & Fees:** Booth size selection should reflect all the space you need for display, equipment, storage, and personal property. Please circle the appropriate booth dimension and corresponding fee below.

Width X Depth	10' x 10'	20' x 10'	Fee
Non-Profit	\$200	\$400	\$ _____

**Please attach a diagram that clearly illustrates your booth dimensions and preferred orientation relative to pathways (store frontage versus depth).**

**Vendor Admission Passes:** Each vendor will be issued 5 wristbands per booth, to be worn by vendor and staff all day both days. Additional (discounted) passes are available for \$6/ each, if purchased prior to March 16, 2017.

\_\_\_\_\_ # of Additional Passes X \$6 each = \$ \_\_\_\_\_

**Make checks payable to "Sebastopol Chamber of Commerce" Total Enclosed: \$ \_\_\_\_\_**

**Or MC/Visa # \_\_\_\_\_ Exp. \_\_\_\_\_**

**Signature \_\_\_\_\_**

## Non-Profit Vendor Agreement

All applications are due by February 1, 2017. Notice of status will be emailed to you after the juried selection process is completed, no later than March 1, 2017. Fair passes and booth set-up instructions will be mailed by March 16, 2017. Applications received and accepted after March 1, will be charged a late fee of \$25.

**We require complete applications for vendors to be considered for the festival . Please use the attached checklist to ensure you are including all we require.**

### Jurying

- A limited number of booth spaces are available.
- Jury selections will be based on, but limited to, the desirability of items, originality of the product(s), price-point of items, customer service policies, customer feedback, and timeliness/deadline meeting of application.
- Each application will be reviewed by the jury committee, and acceptance is not guaranteed even if you have exhibited with us before.
- If you are not accepted for the Festival, all payment checks will be destroyed.
- The Sebastopol Apple Blossom Festival and Parade does not promise exclusivity on any art or craft item.

### Booth Fees

- Booth fees are as stated in the application. Vendors are responsible for providing all equipment, supplies, and products necessary for their booth (shade structures, tables, chairs.)

### Booth Locations

- Booth placement will be at the discretion of The Sebastopol Apple Blossom Festival and Parade. The Sebastopol Apple Blossom Festival and Parade reserves the right to alter booth locations and Festival layout from previous years.
- We require vendors to set up their booths on Saturday, April 22, 2017 between 6am-9am, NO EXCEPTIONS.

### California State Sellers Permit

- The State of California requires that we have a valid Sellers Permit number on file with the Festival for each vendor.

### Electricity/Power

- Not available for Non-Profit area.

### Insurance

- ALL vendors at the Sebastopol Apple Blossom Festival & Parade MUST provide a certificate of insurance for current liability insurance naming "Sebastopol Chamber of Commerce" exactly as an "additional insured" and listing our address as PO Box 178, Sebastopol, CA 95473. No variation of the named insured on the certificate such as the Sebastopol Apple Blossom Festival or Apple Blossom Parade, or any other variation of the name will be accepted.
- Vendors will provide their own liability insurance which must have minimum General Liability coverage of \$1,000,000 per occurrence and \$2,000,000 aggregate.

### Vendor Admission

- To gain entry to our Festival, each vendor will be issued 5 wristbands per booth (**no exceptions**), to be worn by vendor and staff all day both days; they are waterproof. Additional, discounted wristbands are available for \$6/ each, if purchased prior to March 1, 2017.

### Literature

- Non-Profits may pass out pre-approved, printed materials only at their booth. They may not solicit the crowd or hand out flyers, pamphlets, etc. while roving amongst attendees.

### Parking

- Parking is limited in the area.
- Only registered service dogs will be allowed at the Festival, NO EXCEPTIONS.
- No overnight parking/camping allowed in Ives Park prior to, during, or after the Festival.
- Crafters with small campers can park in front of their booth on Saturday night once the festival is closed for the night but must be out by 9am next day.

### Refunds

- No refunds will be granted for cancellations less than 30 days prior to the Festival. Refunds must be made in writing to Chamber Executive Director Teresa Ramondo.
- The Sebastopol Chamber of Commerce will not refund for conditions considered "Acts of God" (power failure, excessive wind storm, earthquake, rain, fire, etc.).

### General

- There is limited security on the grounds on Friday and Saturday nights. Vendors must take or secure valuables.
- Alcoholic beverages will be sold by Sebastopol Chamber of Commerce ONLY and may not be brought into the Festival.
- No one may sell Sebastopol Apple Blossom Festival merchandise. The use of the Sebastopol Apple Blossom Festival logo or Festival Artwork name or logo is strictly prohibited.
- Vendors agree to maintain the dignity and integrity of the Sebastopol Apple Blossom Festival as a "family oriented" event. The Festival reserves the sole right to ask any vendor, its employees, or volunteer workers to leave the Festival, if it is deemed that they are not acting in the best interest of the Festival.
- No products may be handed out FREE to the public during the Festival without prior approval & authorization of the Festival.
- The Sebastopol Apple Blossom Festival reserves the right to deny sale of items that have not been listed on the Vendor Application.
- **Pets of any kind are not permitted** anywhere at Ives Park and the Sebastopol Center for the Arts during the operation of the Sebastopol Apple Blossom Festival. Only **licensed "Service Animals"** are exempt and allowed within the Festival grounds.
- All booths are expected to be "open" during Festival hours: Saturday April 22, 2017, 10am until 6pm, & Sunday April 23, 2017, 10am until 5pm. Vendors may begin dismantling booths at 5pm, Sunday April 23, 2017 and for safety reasons, may begin loading out not earlier than 6pm, Sunday, April 23, 2017.

### Acknowledgement

I (we) have read and agree to the "Vendor Agreement" for the 2017 Sebastopol Apple Blossom Festival. I understand this application is for consideration only, and does not guarantee selection to participate in the Sebastopol Apple Blossom Festival.

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Vendor Signature

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Name of Business

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Date

**Application Package is due by February 1, 2017 and MUST include the following to be considered:**

- Booth Application (completed)
- Vendor Agreement (signed)
- Booth & Product Photos/Literature
- Booth Diagram
- Checks for Fees Made Payable to “Sebastopol Chamber of Commerce”