

Cherry Blossom Festival Southern CA 2010 - Vendor Booth Application

Cherry Blossom Festival Southern California 2010

www.cherryblossomfestivalsocal.org

VENDOR BOOTH APPLICATION

---- SPACE COMMITMENT FORM----

The Cherry Blossom Festival Southern California (CBFSC) was an overwhelming success in 2009. We had over 45,000 attendees at this free admission event which is produced by a 100% volunteer team. The 2010 Festival promises to be as successful, if not more, and will be held outdoors in Los Angeles City Parking Lot 7 [lot located behind East West Players and near the Go for Broke Monument and the Japanese American National Museum], as well as on 1st Street between Alameda and San Pedro.

If you are interested in participating in the 2010 Festival, please fill out this application form and submit it with your payment. You will receive an email confirming your application and participation. A booth layout of the Festival will be posted on the CBFSC website in March 2010. Vendors will be given priority booth assignments based on the date of sign up and payment.

The “Early Bird” rates are in effect until February 1, 2010 – however placement of vendor space is based on the date of application submittal AND payment. Space is available until we are full or until March 15, 2010, whichever comes first, and is not subject to negotiation.

NOTE: The CBFSC Committee reserves the right to refuse vendors based on Festival criteria.

The Cherry Blossom Festival Southern CA is under a fiscal sponsor program under the Pasadena Arts Council.
Tax ID#95-2540759

Festival Dates: Saturday, April 10, 2010 10:30 am-6:30 pm; Sunday, April 11, 2010 10:30 am-5:00 pm

Set-up: Saturday morning beginning at 7 a.m., with final set up by 9:30 a.m. sharp.

NOTE: There is no Friday set up available due to it being a work day.

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Date: _____

Name (print): _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ Cell () _____

Email address: _____ Website address (if applicable): _____

- YES ___ NO ___ **ELECTRICITY** - \$ 35.00 - 100.00 depending on needs and wattage. If YES please state what your electricity needs are and estimated wattage: _____
- YES ___ NO ___ **RENTALS:** If you wish to rent additional table/chairs/walls, etc. you can do so with the contracted rental company. Contact information for the rental company will be provided upon request to Wendy Anderson at wowproductions2@earthlink.net. The Rental Company information and order sheet will also be posted on the CBFSC website by Jan. 31, 2010.

We also have ability to accept Credit Cards – we accept Visa, Mastercard, American Express or Discover. We can email or fax the form to you. Or go to www.pasadenaartscouncil.org, Click on Programs & Services. Scroll down to EMERGE Fiscal Sponsor Program and utilize PayPal and make payment online. If you make payment online, please notify Wendy at wowproductions2@earthlink.net so we can credit your payment correctly and timely. **CREDIT CARD CHARGE PLEASE ADD 3% FOR HANDLING FEE FOR ONLINE PAYMENT AND FORM PAYMENT.**

Please describe the Product(s) or Service(s) provided in your booth:

How much time do you need for set up? _____ Do you need assistance? YES ___ NO ___
Volunteers may be available to assist in unloading your vehicle only. They are not available to help set up booths.

For Festival Personnel Only

Check Received: _____ **Check #:** _____ **or CC:** _____

Amount Paid: _____ **Vendor Location:** _____ **Electricity:** YES ___ NO ___

Insurance Certificate: YES ___ NO ___ **CA Seller's Permit:** YES ___ NO ___

Cleaning Deposit Rec'd: _____ **Arrival Time:** _____ **Volunteer Help Required:** YES ___ NO ___

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FEES: PLEASE CHECK THE APPROPRIATE TYPE OF BOOTH BELOW

**** Space allotments are for one vendor – booths may not be shared unless authorized by the Festival ****

• **A. CRAFT VENDOR:**

10 x 10 Space: FEE: **\$200** (until February 1, 2010). **\$250** (after February 28, 2010)

CORNER Space - **\$350** based on availability

10 x 20 Space: FEE: **\$400** (until February 1, 2010). **\$450** (after February 28, 2010)

Fee includes: Covered canopy area, 1 table & 2 chairs only. Vendor space includes a back wall but no side walls. Please note that spaces may be adjacent to another vendor under a long canopy. To qualify as a craft vendor, products sold must be 75% handcrafted or offered with the approval of the CBFSocal Festival.

• **B. SMALL BUSINESS VENDOR:**

10 x 10 Space: FEE: **\$400** (until February 1, 2010). **\$450** (after February 28, 2010)

CORNER Space - **\$500** based on availability

10 x 20 Space: FEE: **\$700** (until February 1, 2010). **\$850** (after February 28, 2010)

Fee includes: Covered area, 1 table & 2 chairs only. Vendor space includes a back wall but no side walls. Please note that spaces may be adjacent to another vendor under a long canopy.

• **C. COMMERCIAL VENDOR:**

10 x 10 Space: FEE: **\$1,000** (until February 1, 2010). **\$1,100** (after February 28, 2010)

CORNER Space - **\$1,200**, if available

10 x 20 Space: FEE: **\$1,800** (until February 1, 2010). **\$1,950** (after February 28, 2010)

Commercial vendors may provide their own logo canopy if approved by the Fire Marshal. Canopies, table, and chairs are **NOT** included for Commercial Vendors. Please contact the contracted rental company if you wish to order canopies, table, chairs or other rentals.

• **D. CORPORATE ASSOCIATE SPONSORSHIP**

FEE: **Starts at \$1,800.**

Corporate Associate Sponsorship spaces may or may not include a vendor space – see Sponsorship Opportunities at www.cherryblossomfestivalsocal.org or contact Wendy Anderson at wowproductions2@earthlink.net or (626) 683-8243.

• **E. MOBILE MARKETING UNITS:**

Space may be available – please contact Wendy Anderson at wowproductions2@earthlink.net or (626) 683-8243 for fees.

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- **F. COMMUNITY SPACE/CITY OF LOS ANGELES DEPARTMENTS**

Fee: N/A

Offered to organizations which have a non-profit 501 C3 status* and to City of Los Angeles Departments. Groups must provide their own booth canopies, tables and chairs. All vendors must be in a covered area. There is limited space offered in this category. Please contact Wendy Anderson at wowproductions2@earthlink.net or (626) 683-8243 if you wish a space.

Note: Canopy must be inspected and approved by the LA Fire Department for usage.

- **G. NONPROFIT SPACE:**

Fee: \$150 (discounted)

Fee includes 10x10 covered area, 1 table & 2 chairs. **We offer this space to organizations** which have a nonprofit 501 C3* status. Nonprofits must submit and be accepted for this space.

- **H. KIDS CRAFT AND DEMONSTRATIONS:**

Fee: N/A

The CBFSocal Festival offers a free 10x10 covered space with 1 table and 2 chairs to organizations which have a nonprofit 501 C3* status providing cultural demonstrations or free crafts for kids without sales. This is offered to groups at the discretion of the Festival. There is very limited space available. Please contact Wendy Anderson at wowproductions2@earthlink.net or (626) 683-8243 if you wish a space.

***Note: IRS nonprofit status must be provided with the application form**

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APPLICABLE TO ALL VENDORS

- Electricity is not included in the listed fees. Electricity can be provided at an additional cost.
- Health Permit Fees are not included [Food Vendors including sampling and packaged foods].
- All correspondence will be via email unless special arrangements are made. If a vendor does not have email, the vendor must check the CBFSocal website for updates.
- This is a 2-day festival. Vendors must utilize their spots both days or it may affect your participation in future festivals.
- Vendors cannot shut down prior to the close of the Festival for any reason without prior written authorization from the Festival.
- Commercial and Food Vendors - Provide a copy of your Insurance Certificates of Liability naming the Festival on the Rider, under the name Cherry Blossom Festival SoCal/WOW Productions/City of Los Angeles.
- Provide a copy of your California Seller's Permit certificate issued by the State Board of Equalization. Seller's Permit will be checked before the Festival.
- A Cleaning/Security Deposit of \$50.00 (to be held, but not cashed) for all vendors will be required by March 15, 2010. Checks will not be cash and returned at the close of the Festival if the booth is left in an acceptable manner as determined by Festival organizers.
- The Cherry Blossom Festival is held outdoors and subject to nature. There are no refunds for rainy or unusual weather conditions or acts of God.
- There are no refunds once you have been accepted into the Festival.
- The Festival has the right to determine participation – once you have submitted your application you will receive notification of acceptance/rejection and your priority number for selecting a booth location.
- Vendors must be paid in full by March 15, 2010 in order to participate in the Festival. “Key area” placement of booth space is based on payment date of vendor fees.
- No sound systems are allowed in the vendor space without prior permission from the Festival.
- A Vendor Agreement/Handbook will be emailed to you by March 1st outlining responsibilities of the Festival and of the Vendor. It will include: check-in time, parking information, booth location, and other Festival information.
- The Vendor Agreement Form must be signed, dated and received by the Festival by March 15, 2010.
- Volunteers are available for unloading/loading vehicles to help with traffic flow. Volunteers are not available to pack or set up/tear down booths. Volunteers are not allowed to work in Vendor Booths.
- Vendors deemed unmanageable during the festival will be given one warning by Festival organizers. The Festival reserves the right to remove any vendor who is deemed unmanageable by Festival organizers. There will be no refunds to vendors who are removed.
- Note: Due to the nature of Festival's some items on this document may change as to set up time, locations, etc. If it does, Vendors will be immediately notified.

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Mail application and full vendor booth payment (payable to Pasadena Arts Council/Cherry Blossom Festival) to: 686 S. Arroyo Parkway, #221, Pasadena, CA 91105

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FOR MORE INFORMATION: Contact Donna Batangan at dtbatangan@aol.com or Wendy Anderson at wowproductions2@earthlink.net or (626) 683-8243 (www.cherryblossomfestivalsocal.org)

I agree to the above information by submitting this application form to participate in the 2010 Cherry Blossom Festival Southern California. PLEASE INCLUDE A COPY OF YOUR STATE OF CALIFORNIA SELLER'S PERMIT WITH YOUR APPLICATION if you are selling items.

	<u>Amount</u>
# of Spaces _____ Type of Vendor Space _____	
Vendor Space Fee	\$ _____ (Fee x # of Spaces)
If payment by credit card please add in 3% handling fee	\$ _____
TOTAL AMOUNT ENCLOSED	\$ _____

Signature of Applicant

Date:

Full Name on CC _____

CC Number: _____ Exp Date: _____

Billing Address of CC: _____

City _____ State _____ Zipcode _____

Signature of person on Credit Card

Date: