



Vendor Application

Saturday, August 7th, 2010, 11:00 AM – 8:30 PM - Sonoma Marin Fairgrounds

The Petaluma Music Festival (formerly the Petaluma Wine, Jazz & Blues Festival) is an annual non-profit event to benefit the music education programs of schools throughout the greater Petaluma area. With our school districts facing drastic reductions in state funding, music programs are the first to be cut, and in some cases, eliminated entirely. We hope to keep that from happening, and with your help, we can.

The 3rd Annual Petaluma Music Festival will feature a main event stage showcasing nationally recognized music artists at the Sonoma-Marin Fairgrounds. This year's festival will feature the following artists (list is subject to change):

- ALO
- Trombone Shorty
- Poor Man's Whiskey
- Sol Horizon
- Steve Lucky & The Rhumba Bums
- The Peter Welker Sextet
- The Artifacts
- A joint Petaluma & Casa Grande High School Alumni Big Band

We will continue to feature superior wine tasting and the premium beers of the Lagunitas Brewing Company, and will again have the vendor spaces directly next to the beer, wine, and music areas within the festival grounds. All attendees will be able to visit the vendors while hearing and viewing the music and while enjoying their food and drink. There will only be 15 food-vendor spaces sold, and no other food will be available at the Fairgrounds, so food vendors are guaranteed exclusive exposure to the 2,000 expected festival attendees. There are a total of 30 vendor spaces available.

Details:

- **Space rental is \$200** for a 10' x 10' space. Larger space/booth dimensions are negotiable and can be increased for an additional fee. **If you were a vendor in 2009, your fee is only \$150 (we appreciate your loyalty and want to say "thank you")**. Fees are tax-deductible because the Petaluma Music Festival, Inc. is a 501(c)(3) non-profit organization.
- Participants must supply their own equipment, signage, table, chairs, canopy and anything else necessary for their sales. The Festival does not require that vendors take tickets, there will be no percentage charged, and vendors manage their own cash. The Festival can provide a canopy, table, and chairs for an additional fee (10' x 10' canopy - \$75, 8' banquet table - \$15, 4 chairs - \$10).
- If you require electricity, you must request it in this application
- Only items pre-approved by the Petaluma Music Festival may be sold at the Festival. Food vendors may **not sell water or alcoholic beverages**.
- Set-up may begin at 8:30 AM and must be completed by 10:30 AM as gates open at 11:00 AM; clean-up must begin no later than 8:30 PM, and must be completed by 10:00 PM. Each vendor is responsible for the complete clean-up of their space at the conclusion of the Festival.

How to apply: Please fill out the attached application, send proof of insurance, and mail with your check no later than July 7, 2010. No permits are required. Space is limited, and is on a first come, first serve basis. We will limit the number of duplicate food-type vendors on a first come, first serve basis.

Cancellation Policy: To qualify for a refund, cancellation requests must be made before July 7, 2010. There will be no refund given for cancellations after that date.

Insurance: Proof of insurance must be provided to the Petaluma Music Festival. We need to be named as additional insured on your coverage for the event.

Responsibility: The Petaluma Music Festival, Inc., the board of directors, and its employees will not be responsible for any depredation or loss of any kind, whether by fire, theft, physical violence, elements of nature or other causes, however originating.



Vendor Response Form:

_____ Yes, I would like to have a vendor booth/space at the Petaluma Music Festival on Saturday, August 7th, 2010 at the Sonoma-Marin Fairgrounds in Petaluma

Name _____

Company or Restaurant Name _____

Address _____

Phone _____ Cell Phone (for day of event) _____

Email address _____

Space requirement (10' x 10', or additional space needed?) _____

Electricity required? _____ If yes, what type & how much? _____

Type(s) of food, beverages, or goods you would like to sell? _____

I hereby acknowledge that I have read this application and its policies, and if accepted, agree to its terms.

Vendor Signature _____ Date _____

Regular Space (\$200) \$ _____
(\$150 for returning vendors)

10' X 10' Canopy (\$75) \$ _____

8' Banquet Table (\$15) \$ _____

4 Folding Chairs (\$10) \$ _____

TOTAL amount enclosed: \$ _____

Please make all checks payable to: "The Petaluma Music Festival" or "PMF".

Please mail check, proof of insurance, and this form to:
Petaluma Music Festival, Inc.
P.O. Box 156
Petaluma, CA 94953

If you have any questions, please call Cliff Eveland, Petaluma Music Festival Director at (707) 769-9650.

You will receive confirmation within 3 weeks of receipt of your application. A detailed information packet will be emailed to all vendor participants approximately 3 weeks before the Festival.

Thank you for supporting music in our local schools!