



Vendor Application

Saturday, August 5th, 2017, 11:30 AM – 9:30 PM - Sonoma Marin Fairgrounds

The 10th Annual Petaluma Music Festival will feature three stages showcasing nationally recognized music artists at the Sonoma-Marin Fairgrounds. This year, the festival artists include:

- Chris Robinson Brotherhood
- Scott Law & Ross Jame's Cosmic Twang w/special guest Lebo
- Poor Man's Whiskey
- Stu Allen & Friends
- Moonalice
- Plus many more

We will continue to feature Sonoma County wines and the premium beers of the Lagunitas Brewing Company, and will again have the vendor spaces near 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 be **only 14 food vendor spaces sold**, and no other food will be available at the Fairgrounds, so food vendors are guaranteed exclusive exposure to the more than **4,000 expected festival attendees**. There is a total of 40 vendor spaces available.

Details:

- **Food Vendor space rental is \$225 for a 10' x 10' booth.** Larger space/booth dimensions are negotiable and can be increased for an additional fee.
- **Merchandise/Arts & Crafts Vendor space rental is \$150 for a 10' x 10' booth near the Petaluma Stage (and within view of the Main Stage) or \$100 for a 10' x 10' booth near the Lagunitas Stag.** Larger space/booth dimensions are negotiable and can be increased for an additional fee.
- Fees are tax-deductible because the Petaluma Music Festival, Inc. is a 501(c)(3) non-profit organization.
- **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 alcoholic beverages**, and the festival provides attendees with free drinking water.
- 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).
- Set-up may begin at 8:30 AM and must be completed by 11:00 AM as gates open at 11:30 AM; clean-up must begin no later than 9:30 PM, and must be completed by 11:00 PM. Each vendor is responsible for the complete clean-up of their space upon 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 1, 2017. No permits are required. Space is limited, and is on a first come, first serve basis, and we cannot reserve space until payment is received. 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 1, 2017. 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., its 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.

The Petaluma Music Festival is an annual non-profit event that benefits the music education programs of all Petaluma area public schools.



Vendor Response Form:

Yes, I would like to have a vendor booth/space at the Petaluma Music Festival on Saturday, August 5th, 2017 at the Sonoma-Marin Fairgrounds in Petaluma

Name _____

Company or Restaurant Name _____

Address _____

Phone _____ Cell Phone _____

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 _____

Food Vendor Space - \$225, or Merchandise Vendor Space - \$150 or \$100 \$ _____

Canopy (10' X 10') - \$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
 P.O. Box 156
 Petaluma, CA 94953

If you have any questions, please email Cliff Eveland, Petaluma Music Festival Director at: cliffeveland@att.net

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 prior the Festival.

Thank you for supporting music in our local schools!