



Vendor Application

Saturday, July 27th, 2024, 11:30 AM – 9:30 PM - Sonoma Marin Fairgrounds

The 17th Annual Petaluma Music Festival will feature four stages showcasing nationally recognized music artists at the Sonoma-Marin Fairgrounds. This year, the festival artists include:

- Greyboy Allstars
- ALO
- Monophonics
- Moonalice
- New Monsoon
- Rising Tide
- The Eagle Rock Gospel Singers
- Crying Uncle Bluegrass Band
- And many more

We will continue to feature Sonoma County wines and the premium beers of the Lagunitas Brewing Company and the Two Rock Brewing Company, and we 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 listening and viewing the music and while enjoying their food and drink. There will **only be 14 food vendor spaces available**, 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 will **only be 20 merchandise vendor spaces available**.

Details:

- **Food Vendor space rental is \$250 for a 10' x 10' space.** If you need additional space, it may require an extra fee, but you must request additional space on your application. We cannot accommodate additional space requests that are made on the day of the event. **Styrofoam containers are no longer permitted on the Fairgrounds.** Please make sure all food containers are made of compostable or recyclable materials. We can help you obtain these products.
- **Merchandise/Arts & Crafts Vendor space rental is \$150 for a 10' x 10' space.** Larger space/booth dimensions are negotiable and can be increased for an additional fee.
- The Petaluma Music Festival is an annual non-profit event that benefits the music education programs of all Petaluma area public schools. Fees are tax-deductible because the Petaluma Music Festival, Inc. is a 501(c)(3) non-profit organization.
- **If you require electricity or additional space, you must request it on 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.
- Set-up may begin at 8:00 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, include your payment, and send proof of insurance no later than July 1, 2024. No permits are required. **Space is limited, and is on a first come, first served 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 served basis.

Cancellation Policy: To qualify for a refund, cancellation requests must be made before July 1, 2024. There will be no refund given for cancellations after that date unless the festival is cancelled, in which case all fees will be refunded.

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. Please list the festival as the following:

Petaluma Wine, Jazz & Blues Festival, Inc. dba Petaluma Music Festival
 PO Box 156
 Petaluma, CA 94953

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.





Vendor Response Form:

Yes! I would like to have a vendor booth/space at the Petaluma Music Festival on Saturday, July 27th, 2024 at the Sonoma-Marin Fairgrounds in Petaluma

Name _____

Company or Restaurant Name _____

Address _____

Cell Phone _____

Email address _____

Space: 10' x 10' _____ Or, how much additional space required? _____

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

Type(s) of food, beverages, or merchandise 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 - \$250 \$ _____

Or

Merchandise Vendor Space - \$150 \$ _____

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 to the festival.

Thank you for supporting music in our local schools!