

Vendor Application 2012

29th Annual Fiesta Old Town Cinco de Mayo

Friday, May 4th from 3:00 p.m. – 11:00 p.m.
Saturday, May 5th from 11:00 a.m. – 11:00 p.m.
Sunday, May 6th from 11:00 a.m. – 5:00 p.m.



“Vendedor”(vendor) \$1,250.00

Note: Vendor applications, including full disclosure of intended and design concepts, are subject to approval by event organizers. Sampling opportunities at the corporate booth level only.

Corporate booth levels begin at \$5,000 for a 10’ x 10’ space. For more information about becoming a corporate sponsor of this event please contact Natalie Gomez at 619.233.5008 or natalie@mcfarlanepromotions.com.

ALL ACCEPTED VENDORS RECEIVE

- ◆ All booths will be clustered in “Mercado” canopies. We will do our best to layout spaces so that there is foot traffic through each booth which will create a more open and “airy” feel.
- ◆ All vendors must use the 10x10 space provided. Vendors are encouraged to decorate their space colorfully, depicting festive colors and incorporating as much as possible some educational and/or historical elements (i.e. photographs, historical equipment, artifacts, etc.). Please note on the booth application form your decoration plan.
- ◆ (1) 10x10 canopy
- ◆ (1) Booth sign
- ◆ (1) Hanging light
- ◆ Electricity will **not** be provided for this event. Anyone needing electricity must provide their own small, whisper-quiet generator.
- ◆ The opportunity to sell or highlight your product at the Festival.

Please complete and fax back to (619) 233-0898

No later than April 1st, 2012.

If you have further questions please call (619) 233- 5008.

TERMS AND CONDITIONS FOR ALL VENDORS

- All vendors must have an approved application on file with the Borrego Chamber & Visitors' Bureau to share, sample or sell products and/or information with the public within the event footprint. Event producers reserve the right to limit the number of applicants for any one particular type of goods/services thereby protecting all vendors and maintaining diversity at the Fiesta. The vendor coordinator may request additional information, pictures or samples before the application is approved.
- Booth space assignments and notifications will be made on a first come first served basis according to the date of the completed application form and PAYMENT is received.
- Event producers reserve the right to change or substitute vendor spaces for the good of the Fiesta and its participants.
- Check in time begins on Friday, May 4th at 11:00 a.m. for walk-in vendors and at 12:00 pm for those vendors who need to drive in the venue. Your vehicle must be removed by 2:30 pm. Vendors must be completely set up by 3:00 pm.
- Vendors must be cleared out of the venue by 9:00 p.m. on Sunday. No vehicles are allowed within the venue until 5:00 p.m. on Sunday.
- Vendors are required to be open for the duration of the event all three days:
 - Friday event hours: 3:00 p.m. – 11:00 p.m.
 - Saturday event hours: 11:00 a.m. – 11:00 p.m.
 - Sunday event hours: 11:00 a.m. – 5:00 p.m.

CLOSING BEFORE THE END OF EVENT OR STAYING OPEN AFTER EVENT IS STRICTLY PROHIBITED AND IS GROUNDS FOR EXCLUSION FROM PARTICIPATION AT FUTURE EVENTS.

- All business and other activity, for which the vendors have rented space, must be conducted within the designated booth space only! No distribution, canvassing, flyers, nor vending of any kind may be done by strolling through the festival grounds.
- Vendors must post prices in a legible manner and in a visible space within their booth. Additionally, due to sponsorship and contractual arrangements, only sponsor related water & beverages will be allowed to be sold. Any failure to comply with these beverage rules may result in expulsion from the event.
- No solicitation of tobacco/alcohol products allowed. No racist, sexist, pornographic or otherwise offensive merchandise literature is allowed. No firearms, ammunition, alcoholic beverages or drugs are allowed on festival grounds.
- The sale of alcoholic beverages of any kind is strictly prohibited.
- Consumption of alcoholic beverages by vendors, volunteers or employees of vendors at their booth is prohibited.

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- All vendors are responsible for collecting and reporting their own sales tax
- Vendors must provide trash receptacles for waste generated by their booth. ***Improper trash disposal is grounds for exclusion from participation at future events.***
- You are required to obtain and display all necessary permits and / or licenses. ***McFarlane Promotions, Inc., Historic Old Town Community Foundation and Old Town San Diego Chamber of Commerce are not liable and will not refund any fees or deposits.***
- Each vendor will be responsible for all of his / her own merchandise or equipment. McFarlane Promotions, Inc., the City of San Diego, Historic Old Town Community Foundation and the Fiesta Old Town Cinco de Mayo Committee will not be liable for any lost, stolen or misplaced merchandise or equipment at the event.
- **INSURANCE:** You must provide proof of general liability insurance naming McFarlane Promotions, Inc., Historic Old Town Community Foundation, Old Town San Diego Chamber of Commerce and the City of San Diego as additionally insured. Insurance must be received by Friday, April 20th, 2012.
- **REFUNDS:** Your booth fee is NON-REFUNDABLE, regardless of booth placement, sales, competing vendors, inclement weather, acts of nature or restrictions by governmental agencies to amend or cancel the event, over which Fiesta Cinco de Mayo has no control.

ADDITIONAL TERMS AND CONDITIONS FOR FOOD VENDORS

1. All food vendors must meet and follow all City of San Diego Health Department and Fire Department Guidelines, including having an up to date fire extinguisher at booth at all times during event.
2. You must have a current City of San Diego Health Permit (call 619.338.2379)
3. All food items must be stored inside the allotted space, covered and off the ground.
4. San Diego Health Department requires that you provide appropriate cleaning materials as well as a hand-washing setup. *Running water is not provided on the grounds of the event.*
5. Containers of butane or fuel must be affixed to a post or other secure item.
6. Every food booth must bring a Spill Kit or else they will need to purchase one on-site. The Spill Kit must be comprised of paper towels, cloth towels, kitty litter and/or sand.
7. All food vendors must write a separate \$200.00 check for a cleaning deposit which will be refunded only after the vendors booth space has been inspected at the end of the event.
8. All food vendors must observe all terms and conditions as listed elsewhere in this application.

I agree to abide by all Fire and Health Regulations as well as all other Terms & Conditions listed in this application.

Signature

Date

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“Vendedor”(vendor)

Vendor applications with payment received before March 1st, 2012 will receive a 10% discount.

*All vendors must submit a \$200 refundable cleaning deposit. If deposit is being made by check, please make this a separate check than payment for regular vendor fees.

Vendor Payment: (All vendors are subject to committee approval)

_____ **3-Day Vendor Fee - \$1,250** (Payment submitted before March 1st, 2012 - \$1,125.)

_____ **2-Day Vendor Fee - \$1,000** (Payment submitted before March 1st 2012 - \$900.)

_____ **3-Day Old Town Merchant Fee - \$550**

_____ **2-Day Old Town Merchant Fee - \$400**

Additional Rentals: (For all chair and table rentals, a \$50 refundable deposit is required. If deposit is being made by check, please make this a separate check than payment for regular vendor fees.)

_____ **Electrical Fees - \$55 for up to (2) 20 amps. I need _____ amps.**

_____ **Chairs - \$2 each** _____ **Tables - \$10 each**

Company Name: _____

(Please Note: This name will be used on event signage. Print clearly and exactly how your company name should read.)

Contact Person: _____

Day Phone #: _____ Evening Phone #: _____

Cell Phone # (required): _____ Fax#: _____

Address: _____

Email Address: _____

Type of merchandise or food to be sold or distributed: _____

Decoration Plans: _____

Vendor fees may be paid in cash or check. Check must be made out to **Historic Old Town Community Foundation** and mailed to 656 Fifth Avenue, Ste. B, San Diego, CA 92101. Must be received by April 1st, 2012.

I hereby warrant and confirm that the above information is, to the best of my knowledge true and correct and further certify that I have read all of the information provided in this application. My signature below represents my understanding and agreement to all terms stated above.

Cinco de Mayo Fiesta 2012 Vendor

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Storm Water Policy

Only rain water is allowed in storm drains!

At no time is trash, debris, grease, ice, or any type of liquid to enter a storm drain. These drains are connected to the ocean, which means that any trash or liquid that goes down the storm drain automatically becomes pollution. It does not matter if it is "just wáter." If it is not rain wáter, it is not allowed in the storm drain.

San Diego Municipal code 43.0301 makes it illegal to pollute storm drains. Vendors must dispose of all pollutants such as trash, dirt, unfinished beverages and any other type of trash in the proper manner. Failure to comply with Storm Drain protection WILL result in forfeiture of deposit and/or citations by city officials.

Please sign if you have read and understand this page:

Signed: _____

Print Name: _____

Date: _____

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ADDITIONAL INSURANCE REQUIREMENTS

Fiesta Old Town Cinco de Mayo

We need to get additional insurance from you by April 20th, 2012. Listed below are the names and contact information of the business that need to be additionally insured, with the 30 day insurance cancellation noted on certificate, for \$1,000,000 for the Fiesta Old Town Cinco de Mayo 2012 listing the dates May 4th – May 6th, 2012. *You must also include the endorsement policy and it must list the below organizations on it or reference the policy number on it.* Per the City of San Diego, you are also required to have you have the 'Worker's Compensation Statutory Limits' box checked (regardless of your coverage amount). If you use a different insurance company for your workers compensation you are required to provide that coverage as well. Please fax us back the additional insurance with copies for each holder. **Failure to return the insurance by the above date will effect your participation in this event.**

Please send all the copies of the insurance to McFarlane Promotions, Inc. If you have any questions please call. Thanks for your help.

Additional Insurance Naming: ALL ON SEPARATE CERTIFICATES:

NEW REQUIREMENT 2009! Your endorsement policy that comes with your certificate must name the below entities on the endorsement, or reference the policy number on the endorsement not just a blanket policy. **The City of San Diego Must be listed on the Endorsement.**

ON A SEPARATE CERTIFICATE:

Historic Old Town Community Foundation
P.O. Box 82686
San Diego, CA 92138

ON A SEPARATE CERTIFICATE:

Old Town San Diego Chamber of Commerce
P.O. Box 82686
San Diego, CA 92138

ON A SEPARATE CERTIFICATE:

City of San Diego
Scott Davidson
1200 Third Ave, Ste. 1000
San Diego, CA 92101
619.236.6581
Fax: 619.236.6106

ON A SEPARATE CERTIFICATE:

McFarlane Promotions, Inc.
Laurel McFarlane
656 Fifth Ave, Ste. B
San Diego, CA 92101
619-233-5008
Fax: 619-233-0898

In the Description Section You Must State: The City of San Diego, its officers, employees and agents, are additional insured as required by contract with respect to The Fiesta Old Town Cinco de Mayo.

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