

**Vendor Application for Retail Only**  
**27<sup>th</sup> Annual Fiesta Old Town Cinco de Mayo**  
**Saturday, May 1st from 11:00 a.m. – 10:00 p.m.**  
**Sunday, May 2nd from 10:00 a.m. – 5:00 p.m.**



**“Vendedor”(vendor)**

**\$1,000**

**Note: Vendor applications, including full disclosure of intended and design concepts, are subject to approval by event organizers. Sales of sunglasses are prohibited. 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 Ciara at 619.233.5008 or [ciara@mcfarlanepromotions.com](mailto:ciara@mcfarlanepromotions.com)**

**ALL ACCEPTED VENDORS RECEIVE**

- ◆ All booths will be clustered in “Mercado” canopies (10’ x 40’ areas). Within these “Mercados” there will be up to 4 contiguous 10’ x 10’ spaces available. 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. Booths will also be designed as such to avoid any one side of San Diego Avenue appearing as if it is the back side.
- ◆ All vendors must use the 10x10 space provided within a “Mercado” canopy. Vendors are required to decorate their space colorfully, depicting the Fiesta Cinco de Mayo colors of red, white and green and to incorporate as much possible some educational and/or historical elements (i.e. photographs, historical equipment, artifacts, etc.). Please note on the booth application form your decoration plan. The Fiesta Committee reserves the right to remove any décor deemed inappropriate.
- ◆ (1) Hanging light.
- ◆ (1) 6-foot table and (2) chairs.
- ◆ Electricity must be requested on your application and the fee of additional \$100 must be included with the booth payment.
- ◆ The opportunity to sell or highlight your product at the Festival.

## TERMS AND CONDITIONS FOR ALL VENDORS

- All vendors must have an approved application on file with the Historic Old Town Community Foundation 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 Saturday, May 1<sup>st</sup> at 8:00 a.m. for walk-in vendors and at 9:00 am for those vendors who need to drive in the venue. Your vehicle must be removed by 10:30 am. Vendors must be completely set up by 11:00 a.m.
- Vendors must be cleared out of the venue by 10:00 pm on Sunday. No vehicles are allowed within the venue until 5:00 pm on Sunday.
- Vendors are required to be open for the duration of the event on both Saturday, May 1<sup>st</sup> & Sunday, May 2<sup>nd</sup>.
  - Saturday event hours: 11:00 a.m. – 10:00 p.m.
  - Sunday event hours: 10:00 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.
- 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 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, the City of San Diego 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, Old Town San Diego Chamber of Commerce and the City of San Diego as additionally insured.
  - **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.
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**Vendor Type:**

\_\_\_\_\_ **Outside Retail Vendor (\$1,000)**

\_\_\_\_\_ **Corporate Level (\$5,000)**

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Day Phone #:** \_\_\_\_\_ **Evening Phone #:** \_\_\_\_\_

**Fax #:** \_\_\_\_\_

**Cell Phone # or pager for the day-of (required):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Type of merchandise to be sold or distributed:** \_\_\_\_\_

**Decoration plans:** \_\_\_\_\_

**Vendor fee may be paid in cash or check. Check must be made out to “Historic Old Town Community Foundation” and mailed to PO Box 82686 San Diego, CA 82138. Must be received by April 5<sup>th</sup>, 2010.**

**Your signature below represents your understanding and agreement to all terms stated above.**

\_\_\_\_\_  
**“Fiesta Old Town Cinco de Mayo” 2010 vendor**

**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.**

**Please complete and fax back to (619) 233-0898  
no later than April 5<sup>th</sup>, 2010.**

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