

Livermore Downtown Inc.
PO Box 1067
Livermore, CA 94551
(925) 373-1795
(925) 373-6471 FAX
www.livermoredowntown.com
events@livermoredowntown.com

Dear Prospective Vendor,

Planning for the **26th** Annual Livermore Wine Country Downtown Street Fest has begun! The festival is scheduled for May 6th & May 7th, 2017. This festival is a celebration of Wine Country Living and our quality of life. We look for products that reflect a high standard of that lifestyle and reflect current popular trends. We know that now is the time you plan your event schedule and we invite you to apply to join us.

This year we will have multiple areas of live entertainment; Livermore Valley wine (and beyond) tasting locations throughout the event; CA craft beer tasting; Fine Arts and Crafts; Children's activities and games. Our Festival has grown to an annual attendance of approximately 150,000, and we expect an even greater turn out this year!

If you are interested in participating, please complete and return the enclosed forms. Once we have reviewed your application and photos we will contact you to let you know if you have been selected as a participant and collect payment. Categories fill quickly so do not delay sending in your application. Incomplete applications will not be considered. Please note that if chosen, you must obtain a valid City of Livermore Business License. For more information, call the City of Livermore's Business License Finance Department at (925) 960-4310.

If you have any questions, please do not hesitate to call us at (925) 373-1795 or e-mail us at events@livermoredowntown.com.

We look forward to hearing from you!

Sincerely,

Livermore Downtown Event Team
Livermore Downtown Inc.
www.livermoredowntown.com

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FACT SHEET

Days of Event: May 6th and May 7th, 2017

Hours of Operation: Saturday 10am to 6pm & Sunday 10am-5pm

Projected Attendance: 150,000+

Organizer of this event: Livermore Downtown Inc. is a 501(c) 3 non-profit association dedicated to the revitalization of the historic downtown Livermore. Livermore Downtown Inc., was incorporated in 1986.

Population, City of Livermore: 90,000

Nearest Major Cities: San Jose (1,000,023 population, 20 minutes south) San Francisco (815,358 population, 45 minutes west), Oakland (446,901 population, 30 minutes west), and Sacramento (475,516 population, 1 hour east).

Admission Fee: free to public (fee for beer or wine tasting)

Advertising: NBC 11, CTV Channel 30, KKIQ, KGO, KFOG, The Valley Times, Tri-Valley Herald, The Independent, Diablo Magazine, Trade Magazines, Facebook, Meet Up, a variety of Social Media and press releases to over 200 media organizations.

Total Vendor Space: Approximately 300 spaces

Space Size: 10' x 10'

Vendor Categories: Arts and Crafts, Non-Profit Organizations, Children's activities, Commercial Vendors and Sponsors.

Entertainment: Various San Francisco Bay Area Professional Artists and Street Performers.

Recommended Hotels: Courtyard Livermore by Marriott, 925-243-1000
Hawthorne Suites, Livermore 925-606-6060

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VENDOR RULES AND REGULATIONS

Keep These for your Records

Arts and Crafts Vendor Rules

All Art & Craft Vendors must only have products from artists showing, **NO REPRESENTATIVES!** **No manufactured products permitted in this classification.** *You must submit five (5) photographs of your product to be considered. You must also submit one (1) of the artist working in the studio with your application. This is to help us enforce the authenticity of the craft and help confirm that the product is not a commercial good. We strongly encourage you to submit a picture of the booth set-up.* Acceptance is based on compliance with Livermore Downtown Inc. design and quality standards. Art & craft vendors who present manufactured products or products made by another artist will be asked to leave. **Random inspection of booths** begins at noon and will continue throughout the event. If you are asked to leave, there will be no refund of fees.

If you are selling **PRE-PACKAGED FOOD** as an Arts and Crafts Vendor YOU MUST have appropriate **ALAMEDA COUNTY HEALTH PERMITS**, which **must be obtained by April 1st, 2017**. Prior the event, you must fax or mail your health permit to Livermore Downtown Inc. (event producer). If you have any questions, please call the Special Events Coordinator at (510) 567-6748.

Livermore Downtown reserves the right to reject any contract on the basis that items intended for sale do not meet the Livermore Downtown requirements and standards or merchandise intended for sale at said event is not listed on the Itemized List of Goods For Sale section (on page 3) of this application. If product is for sale and has not been listed, Livermore Downtown reserves the right to have the unlisted said product removed.

Commercial Vendor Rules (No Sales on Site)

Acceptance of Commercial Vendors is as follows: (1) Downtown Livermore commercial businesses will have first priority (2) City of Livermore commercial businesses are given second priority (3) All commercial categories that are not filled by the above will be allowed to be filled by companies outside our area on a first come, first served basis.

All Commercial Vendors must have a professional presentation and provide photographs of the booth set up with the application to be considered.

All Commercial Vendors who have drawings must make their drawings free to the public. Commercial Vendors will not be allowed to hold discount sales and must have professional signage.

No commercial jewelry or artwork is allowed. This is not a flea market area.

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Food Vendor Rules

Acceptance for food vendors is as follows: (1) Downtown Livermore restaurants are given first priority (2) The City of Livermore restaurants are given second priority (3) Local Bay Area food vendors are given third priority (4) Food vendors outside our area will be given fourth priority.

All Food Vendors, including pre-packaged food vendors must have appropriate **ALAMEDA COUNTY HEALTH PERMITS, which must be obtained by April 1st, 2017. Prior the event, you must fax 925-373-6471 or mail your health permit to Livermore Downtown Inc. (event producer).** If you have any questions, please call the Special Events Coordinator at (510) 567-6748.

Think "green"!! All food vendors must serve food in biodegradable/ compostable material containers. NO Styrofoam allowed!

All food vendors must provide a **Certificate of Insurance** showing their liability coverage in the amount of \$1,000,000.00, naming Livermore Downtown Inc., The City of Livermore, its officers, agents, employees and volunteers as additionally insured.

- Livermore Downtown will provide facilities for gray water dumping.
- Dumping of cooking oils must be done in approved oil barrel provided by Livermore Downtown.

Dumping of charcoal is prohibited and must be removed by vendor. **ALL FOOD VENDORS MUST PROVIDE A MINIMUM 5 POUND ABC APPROVED FIRE EXTINGUISHER. Prior to acceptance, vendors will be required to sign a dumping agreement and post a \$200.00 cleaning deposit, to be sent in with application.**

Non Profit Vendor Rules

All Non-Profit Organizations must fill out an application and submit a fee for booth space. You will be allowed to hand out information about your organization to the public as long as there is no fee involved. You are encouraged to include signage identifying your group and you may also wear clothing that advertises your group. You may not sell anything from your booth except what you have contracted with Livermore Downtown Inc. to sell. As non-profit booths are limited, applications will be accepted on a first come, first served basis.

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For Office Use Only	
Received	_____
Category	_____
Electrical	_____
Corner	_____
# Spaces	_____
Booth #	_____

VENDOR APPLICATION

This application is for the purpose of assisting the Livermore Downtown Inc. in the selection of vendors for the 2017 Livermore Wine Country Downtown Street Fest. This application for contract is not a contract, nor a guarantee of same. **APPLICATION DEADLINE IS MARCH 15TH 2017!** Return completed application to Livermore Downtown Inc. PO Box 1067, Livermore, CA 94551 **OR** Fax to 925-373-6471 (for credit card users only). Applicants will be notified of acceptance to participate in this event by April 1st, 2017.

Name of Business: _____
PLEASE PRINT EXACTLY AS YOU WOULD LIKE IT TO APPEAR ON PRINTED INFORMATION

Name of Owner: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____ Phone: _____ Fax: _____

Email address (Preferred Form of Communication for Event updates. *Important, if you have one*):

Website: _____ Facebook Page: _____

Name of Representative(s) if Owner is not at festival (**Crafters/Artists must be present**): _____

License Number and Registered Owner of Vehicle(s) at Festival to be used in case of emergency:

CA Resale # (Mandatory): _____

City of Livermore Business License # (mandatory if selling product)

of Spaces Required _____

Please make an itemized list of goods for sale and/or planned activities and informative handouts. **You MUST list all items that you plan to sell on this page!** If you decide to sell items that are not listed below, Livermore Downtown has the right to remove the products.

Note: If you request to be in the core, First Street between Maple & L Street, booths are placed on sides of Street in front of businesses. You MAY NOT have a back wall or banners obstructing the view of the business. These spaces are reserved for Downtown Businesses. If there is room for outside businesses, there is an additional \$25.00 fee for this location (money collected only after you have been selected and approved).

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GENERAL RULES FOR ALL VENDORS

1. All applications must be completed fully, signed and submitted prior to space reservation acceptance. Please make sure your writing is legible. Notations such as “on file”, “you have”, “returning vendor”, will hold up your application substantially.
2. Your application will be processed keying on business name so please include it on all correspondence.
3. All applications are juried by category on a first come, first serve basis.
4. Event packets will go out approximately two weeks prior to the event, and will contain space assignments with general booth location, directions to the event, event set-up instructions, etc.
5. Space fees should be included with your application in the form of separate payment(s),
6. Booth size is 10’ x 10’ unless otherwise indicated. We provide the space only, no canopies, etc.
7. Participants are asked to conduct themselves in a professional and tasteful manner at all times. Failure to do so may result in your being asked to leave the event with no refund of fees.
8. Sorry, but we cannot accommodate specific space requests. If you have legitimate special needs notate them on your application and we will try to accommodate you, however, we cannot guarantee anything.
9. This is a rain or shine event. You are required to have weights for wind. You may not tie your canopy to landscape and street furnishings.
- 10. No refunds issued after twenty-one (21) days before event. All refunds will be less a \$50.00 processing fee.**
11. Open flames are not permitted, excluding barbeques. All food vendors are required to have a minimum 5-pound ABC approved fire extinguisher in their booth at all times.
12. If you must have ELECTRICITY to operate, please note it in your application designated as such. 110 volts only allowed & a \$100.00 fee is required (paid by separate check) when application is submitted. Bring your own heavy duty (12 or 14 gauge) extension cord with a min. length of 100 ft. You must also provide duct tape to properly tape down cord. Electrical-use areas are inspected & below standard set-up will be denied participation.
- 13. Electricity must be provided by the festival, No Generators will be allowed in booths.**
14. Vendors are responsible for providing their own general liability insurance for the event and are responsible for their booth and goods at all times, regardless of whether security is present or not, Overnight security is provided for the event area.
- 15. Vehicles are not allowed within the closure area during the event.**
16. No drug paraphernalia or symbols are allowed. If seen, you will be told to remove those items and/or leave the event with no refund of fees.
17. No products depicting nudity or pornography are allowed. If seen, you will be told to remove those items and/or leave the event with no refund of fees.
18. Balloon rules: Helium tanks must be secured to a stationary object; no Mylar balloons are permitted; all balloons must be weighted.
19. Since this is a themed event, booths should have wine country items incorporated into decorations. For example, grapes, vineyards, olive branches, etc.
20. All vendors must have a **California Resale Permit** and it **must** be in plain view at all times during the event.
21. All Vendors must have a **City of Livermore Business License**. Business License Tax Application is available at <http://www.cityoflivermore.net/civicaX/filebank/documents/7103/> or call (925) 960-4310.
22. Ice will be available for purchase by CASH ONLY. To obtain ice, contact Event Staff in an orange jacket and request an ice delivery.
- 23. Vendors may not sell or give away products that compete with any of the festival sponsors. These sponsors will be listed in the accepted vendors’ confirmation packets.**

Livermore Downtown Inc., its volunteers, and the City of Livermore will not be responsible for any liability, damage, theft or destruction of property (including vehicles), including those related to weather. By printing and signing your name below, you agree and understand the guidelines of this event. You have read pages 3, 4 & 7 and will comply with the RULES AND REGULATIONS as stated for this event. Failure to comply with these RULES AND REGULATIONS for this event will mean expulsion from the event, and NO REFUND of fees will be issued.

Name _____ Signature _____ Date _____

Livermore DOWNTOWN Inc.
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VENDOR FEES

Vendor Spaces - 10 x 10

PRICE IS PER SPACE (PLEASE CHECK ONE)

There are no discounts for multiple spaces. See General Rules for Refund Policy.

Fee for booth space includes SPACE ONLY.

You must provide your own booth set up i.e. tent, table, chairs, etc.

Payment Method:

Non-Profit Organizations \$275.00 _____
Art or Craft Vendor \$375.00 _____
Commercial Vendor \$575.00 _____

Corner Requested-Add \$100.00 _____ (Separate payment required)

If corner space is not available, payment will be returned to you.

Electricity (MUST complete pg. 5) \$100.00 _____ (Separate payment required)

FOOD VENDOR FEES

Food Vendor Spaces - 10 x 15

Payment Method: ___ Mail Check or Money Order ___ Credit Card Payments (made over phone)

Food Vendor \$650.00 _____

Electricity (MUST complete pg. 8) \$100.00 _____ (Separate Payment required)

***Food Vendor Cleaning Deposit – REQUIRED – \$200.00 _____ (Separate Payment required)**

****Food vendors are required to submit a separate payment in the amount of \$200.00 for a cleaning deposit. In order to receive a refund of said cleaning deposit, you must have your space inspected by our Representative before leaving the event. If your space is totally clean of debris at the end of the festival, your check will be returned to you.***

Name _____ Signature _____ Date _____

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ELECTRICITY

If you do not fill out this form correctly and return with the rest of your application, YOU WILL NOT BE GUARANTEED electricity at the event and will be given electricity only at the discretion of the event staff.

A late request will be subject to additional charge of \$100.00

- We can **only** supply a 110 outlet with a maximum of 2000 watts.
- Please **bring your own heavy duty (12 or 14 gauge) extension cord** with a minimum length of 100 feet. You must also provide your own duct tape to properly tape down the cord.
- Tents must be properly secured with sand bags or weights.
- **Electrical use areas will be inspected; below standard set up will be denied participation without refund.**

If you require electricity and have included your separate \$100.00 payment for electricity, please provide the required information in the format shown below (most electrical equipment lists the usage on the equipment, often near the plug):

<u>Type of Equipment</u>	Electricity Required (Maximum 110 outlet, 2000 watts)
Example: Hot Dog Cooker	Example: 1,500 Watts

Electrical requirements made on the day of the event that exceed or are in addition to the requirements listed above are NOT guaranteed and may cause event staff to deny your participation in the festival without refund.

I have read and understand all of the above electrical guidelines:

Signature

Date

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HOLD HARMLESS AND INDEMNIFICATION AGREEMENT

I, _____, shall save, keep and hold harmless Livermore
(Print Business Name)

Downtown Inc., The City of Livermore, it's officers, agents, employees, and volunteers from all damages, costs, or expenses in law equity that may at any time arise or be set up because of damages to property or personal injury, or weather, received by any reason or in the course of the **2017 Livermore Wine Country Downtown Street Fest** which may be occasioned by any willful or negligent act of

_____ any of _____ employees, or any subcontractor.
Business Name (Please Print) Business Name (Please Print)

SIGNATURE OF AUTHORIZED REPRESENTAIVE

I, _____, warrant that I have the authority to bind the below listed
(Print Your Name)

organization or business to this Special Event Hold Harmless and Indemnification Agreement and by my signature hereon do so bind this organization or business.

Signature of Authorized Representative
(Original Signature Required)

Title: _____

Organization/Business: _____

Address: _____

Phone: _____

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CHECK LIST

Before you return your application, please check off that you have included the items listed below.
You must sign and include this checklist with your application.

_____ Vendor Application

_____ Electricity Request (pg. 8)

_____ Hold Harmless (pg. 9)

_____ 1 Photo of **Work in Progress**, 1 booth photo and 5 Product(s) photos*

**If your website contains the required photos, you can submit website address in lieu of mailing prints. Prints will not be returned.*

Print website address: _____

**I HAVE READ AND UNDERSTAND THE VENDOR RULES AND FESTIVAL RULES FOR THE
2017 LIVERMORE WINE COUNTRY DOWNTOWN STREET FEST**

NAME

DATE