



2017
"A Peaceful Community Celebration of Latino History that Builds Multicultural Bridges Which Strengthen Bonds of Unity"

March 15, 2017

Dear Vendor Participant,

Thank you for your interest in participating in the **12th Annual Roseland Cinco de Mayo Festival on Friday, May 5, 2017. The festival hours are from 4:00 p.m. to 9:00 p.m.** Our last festival was a huge success thanks to your participation and all the people that attended this event. This is a unique free admission, safe, family friendly, and alcohol free event!

Past attendance was been estimated to be as high as 10,000 people. This is a local event and our intent is to feature local entertainment, vendors, businesses, and non-profits!

The 2017 vendor/booth applications are ready and are being sent via e-mail or regular mail this week to prior participants. The application includes festival information, vendor requirements, rules and guidelines, and refund policy. The vendor rules and guidelines will be strictly enforced to insure the safety and quality of the event.

This event is self-funded and organized by community volunteers. The Cinco de Mayo Festival Committee relies on sponsors, donations, and booth sales to finance this annual festival. The vendor booth rates are to cover costs associated with this event.

We greatly appreciate your involvement with the festival and welcome your business or group's participation at the 2017 Cinco de Mayo Festival! **Get your application in now!**

Applications are approved on first come, first served basis. Consideration for best location will be based on when the committee receives your completed application packet. Application packet must include all necessary, required, and appropriate proofs of insurance, request for insurance waiver, health permit, fire permits, signed agreement, and all fee payments.

Please keep the following phone numbers and email addresses with you in case you need to contact the Vendor Coordinators with any vendor questions, applications, or concerns.

Lilia Gonzalez
Veronica Cruz

707-321-2156
707-480-8376

liligtravel@sbcglobal.net
vcruz1@hotmail.com



2017 GENERAL EVENT & VENDOR INFORMATION & RULES

1) EVENT INFORMATION

Date – Friday May 5, 2017

Time – 4:00 pm to 9:00 pm

Admission - Free

Location – Roseland Shopping Center, Santa Rosa, California

Organizer – Roseland Cinco de Mayo Festival, a Non-Profit Organization

- a) The *Roseland Cinco de Mayo Festival* is a family-oriented, community-centered, cultural celebration intended for the enjoyment of people of all ages. As such, the Roseland Cinco de Mayo Festival reserves the right of final approval of all booths, vendors, entertainers, or participants.
- b) Set up time is 11:00 am to 3:00 pm - All festival activities must be operating by 4:00 pm and must continue operating until 9:00 pm.
- c) Without exception all set-up or support vehicles must vacate festival area by 3:00 pm.
- d) Due to safety and logistical considerations, vendors arriving after 3:00 pm will not be permitted to bring their vehicles into the festival area.
- e) After 3:00 pm, only official event vehicles will be allowed on the festival premises.
- f) Roseland Cinco de Mayo Festival reserves the right to limit the number of vendors who sell similar items.
- g) No electricity will be provided by the organizers of the event.
- h) No alcoholic beverages will be permitted in festival area.
- i) All vending activities must be within the designated booth space.
- j) Vendor may not use any other unused or unauthorized space.
- k) Vendor must display the event permit issued by the Vendor Coordinator for each activity.
- l) Vendor must provide a contact person and phone number responsible for booth during the event.
- m) Festival staff will perform routine checks to enforce all festival rules.
- n) Festival staff will not be available to assist vendors with set up, breakdown, or clean up.

2) HEALTH PERMITS, FIRE PERMITS & INSURANCE INFORMATION

- a) Vendor must provide in advance the appropriate liability insurance certificate.
- b) Vendor must provide in advance a Fire Permit if using propane gas.
- c) All vendors planning on using liquid propane gas must call the Santa Rosa Fire Department, 707-543-3500, for approval of the vendor's propane set-up at least two weeks prior to the event.
- d) *Use of Liquid Propane Gas is subject to the regulations of the Santa Rosa Fire Department.*
- e) All food **must** meet the Department of Health Special Event Health Permit Requirements.
- f) Vendor must display Menu signs indicating menu pricing.
- g) Deadline for Proof of Insurance and Health and/or Fire Permits is **April 20th, 2017.**

3) MERCHANDISE NOT PERMITTED FOR SALE OR DEMONSTRATION

- a) No glass containers of any kind may be used or allowed at any time.
- b) No selling of toy guns or weapons.
- c) No selling of self-propelled flying objects or demonstration of such objects.
- d) No selling of merchandise that contains shock sensitive explosive compounds that provide noise and smoke that creates a loud sound simulating a gunshot and a puff of smoke.

4) BOOTH INFORMATION

- a) Location of booth is assigned by the Vendor Coordinator.
- b) Vendor Coordinator reserves the right to move a vendor to another booth space as needed to meet Santa Rosa Fire Department guidelines.
- c) Booth size is a 10 foot x 10 foot space.
- d) All vendor activity is restricted to the assigned booth space – no roving vendors.
- e) No sharing or subletting booth space to a third party.
- f) No moving to another booth space without prior authorization of the Vendor Coordinator.
- g) Booth space must be kept clean at all times.
- h) Do not leave garbage in booth space at the end of the event.
- i) Garbage may be dumped into nearby dumpsters throughout the festival area.
- j) Vendor is responsible for:
 - i) Providing all necessary people to help set up, breakdown, or clean up.
 - ii) An approved fire extinguisher.
 - iii) All materials required for complying with the Department of Health requirements including, but not limited to, fully enclosed booth (if required), hand-washing station, and proper clean-up area.
 - iv) Any equipment needed; including, but not limited to, tables, chairs, cooking and heating supplies, small generators, propane gas.
 - v) The necessary apparatus for keeping food a minimum of 2 (two) feet off the ground.
 - vi) Possessing a 50-gallon trash receptacle for properly disposing of food preparation and/or supply refuse produced by the vendor.
 - vii) Possessing a 50 gallon metal garbage can for properly disposing of any hot coals used by the vendor.

5) SET UP & BREAKDOWN RULES & REQUIREMENTS

- a) Set Up starts at 11:00 am and ends at 1:00 pm
- b) All vehicles must be removed from the festival vending area by 3:00 pm
- c) No vehicle will be allowed in the festival vending area after 3:00 pm
- d) All late arrivals must unload all supplies in designated area and pack into booth space
- e) Breakdown starts at 9:00 pm and ends at 10:00 pm.
- f) Food sales ends at 9:00 pm - NO EXCEPTIONS – PLEASE RESPECT THIS RULE
- g) Place all garbage in the designated area
- h) Do not leave garbage in the booth space at the end of the event
- i) Booth area must be cleaned and returned to pre-event condition by 11:00 pm
- j) Vendors must start breaking down as the event ends at 9:00 pm and leave the festival vending area by 11:00 pm



**2017
VENDOR AGREEMENT
PAYMENT & INSURANCE
INFORMATION**

ACCEPTANCE - Please be advised that Vendors are considered accepted when the following has been received by the Vendor Coordinator:

- All booth fees have been paid in full.
- All required permits (food service and/or fire) have been submitted.
- Proof of insurance as indicated below on this agreement has been submitted.
- A completed signed Vendor Application & Agreement have been submitted.

REFUNDS & CANCELLATIONS - Please be advised that all Refunds and Cancellations are subject to the following:

- Vendor must give Vendor Coordinator notice of cancellation by April 20, 2017.
- There will be no refunds AFTER April 20, 2017.
- There will be no refunds for low sales.
- There will be no refunds if the vendor does not abide by the Vendor Rules and Guidelines and is removed from the festival.

VENDOR COORDINATORS AND CONTACT INFORMATION – Please keep the following phone numbers and email addresses with you for quick access:

- Lilia Gonzalez 707-321-2156 liligtravel@sbcglobal.net
- Veronica Cruz 707-480-8376 vcruz1@hotmail.com

PAYMENTS – Please submit your payment as indicated below:

- Make check payable to: Roseland Cinco de Mayo Festival
- Mail all correspondence to: CDM Vendor Coordinator
 PO Box 15156
 Santa Rosa, CA 95402

OR

- Deliver to: EXCHANGE BANK - Dutton Office only
 (Please ask for Carmen Garcia)

INSURANCE – Please check the appropriate box for your insurance situation:

1. I have insurance and will submit proof of general and liability coverage (CG 20 26 07 04 or equivalent) which names the following entities as additional insured:
- a. County of Sonoma, its employees, officers, and agents
 - b. City of Santa Rosa, its employees, officers, and agents
 - c. Santa Rosa Cinco de Mayo Festival and its board, committees, volunteers, & agents
2. I will submit alternative proof of coverage because an endorsement is not available.
- a. The Cinco de Mayo Committee will consider accepting this alternative proof of coverage depending on the type of business the applicant will be conducting.
3. I do not have insurance and request a waiver.
- a. The Cinco de Mayo committee will consider waiving the insurance requirement depending on the type business the applicant will be conducting or will charge a fee to the applicant for the purchase of insurance for the applicant for this event only.

The Cinco de Mayo Festival reserves the right to limit the number of vendors who sell similar items, and reserves the right to final approval of all applicants. We will only accept complete applications with signature and any required documents. By signing this agreement indicates that you, the applicant, have read and agree to the Festival Rules (attached) and further agree to release, indemnify and hold harmless the Roseland Cinco de Mayo Festival, its board and committees, volunteers, agents and management team, the City of Santa Rosa, the County of Sonoma and its employees, officers and agents from and against any and all liability for loss, damage, injury to any person or property that may arise out of or otherwise relates to the Roseland Cinco De Mayo Festival, excluding liability due to the sole active negligence of such entities/persons.

I understand and agree to all the event and vendor rules as listed above and as outlined in the 2017 General Event & Vendor Information and Rules. I further understand that if I violate any of these rules that I may be asked to leave the festival premises without any refund of vendor fees and/or I may not be invited to return to participate in future Cinco de Mayo Festivals.

Signature of Responsible Party

Printed Name

___/___/___
Date



**2017
VENDOR APPLICATION**

BUSINESS/GROUP:

Phone:

Contact Person:

Cell:

Email:

Mailing Address:

BOOTH TYPE			How Many?	Sub Total
1	Non Profit Booth – Informational, Educational, Government	\$100		
2	Merchant Booth – souvenirs, crafts, business exposure	\$400		
3	Food Booth – double booths	\$700		
4	Party Jumps/Large activities requiring more space	\$1500		
5	Table	\$10		
			TOTAL DUE:	\$

PLEASE DESCRIBE YOUR PRODUCT(S) OR ACTIVITY

ADDITIONAL INFORMATION



2017 FREQUENTLY ASKED QUESTIONS

When will I know if I am accepted to vend at the festival?

A vendor is considered accepted when all fees have been paid in full **and** all required permits and insurance **and** a completed application & agreement have been submitted to the Vendor Coordinator.

When is the deadline for the application, agreement, and fees?

The Application, Agreement, & Fees Deadline is: **Monday, April 20, 2017**

Who do I make my check payable to?

Make checks payable to: **Roseland Cinco de Mayo Festival**

Where to I mail my applications & checks to?

Mail all correspondence to: **CDM Vendor Coordinator
PO Box 15156
Santa Rosa, CA 95402**

OR

Deliver to: **Exchange Bank-Dutton Office only
(Please ask for Carmen Garcia)**

What if I don't have insurance?

You may ask for a waiver. The deadline to ask for a waiver is **April 20, 2017**. The Cinco de Mayo committee will consider waiving the insurance requirement depending on the type of business you will be conducting or will charge you a fee for the purchase of insurance for this event only. You must indicate which insurance option fits your particular situation.

Can I get a refund?

The Vendor Coordinator must have notice of cancellation by **April 20, 2017**, for a full booth fee refund. **AFTER April 20, 2017**, all booth fees are non-refundable.

Who do I contact if I have questions or concerns about my booth or vending?

Please feel free to contact: **Lilia Gonzalez 707-321-2156
Veronica Cruz 707-480-8376**