



festival

Plans are progressing for El Cerrito's largest community gathering – **4th of July/worldOne festival Celebration 2013**. The event will be held on **Thursday, July 4th, 2013 from 10:00 am to 7:00 pm in Cerrito Vista Park and 10:00 am – 6:00 pm on Pomona Ave and the Contra Costa Civic Theatre parking lot.**

We would like to invite you to share in the excitement with a Family Fun Zone, Main Stage entertainment, Art Exhibition, lots of great food and much more!

Our 4th of July/worldOne festival Celebration is an award winning 4th of July Festival and a hometown institution. If you are interested in participating in the 2013 celebration, please note the following information as you apply:

- Booth space is limited so sign up early.
- Electricity **will not** be available to you at your booth.
- Vendor is required to have a 10' x 10' canopy.
- Tables and Chairs will not be available to you. You must bring your own.
- Once application is received and accepted, there are no refunds as the event takes place rain or shine.

The City of El Cerrito invites you to participate in the 4th of July Fair in one of the following groups:

Non—Profit Organization/Government Agency Info Only: This group is made up of non-profit organizations/Government Agencies planning to staff a table, display literature, and/or get their message to the public, but not sell any products.

Booth Space Fee: \$40 by 5/15/13 Fee: \$50 after 5/15/13.

Non-Profit Organization/Home-Based Business Selling Items: This group is made up of non-profit organizations and home-based businesses planning to sell raffle tickets, wares, and/or crafts, or other services that do not compete with the City of El Cerrito. No face painting or water distribution allowed.

Booth Space Fee: \$60 by 5/15/13 Fee: \$75 after 5/15/13.

Artisan/Commercial Business located on Pomona Ave: This group is made up of Artisans/Commercial Businesses who are selling products and/or promoting their services.

Booth Space Fee: \$100 by 5/15/13 Fee: \$125 after 5/15/13.

Artisan/Commercial Business located in Cerrito Vista Park: This group is made up of Artisans/Commercial Businesses who are selling products and/or promoting their services.

**Vendor hours in Cerrito Vista Park are 10 am – 7 pm as part of worldOne festival. For worldOne festival booth info, contact Debra Sue Kelvin, at 510.334.2472 or via email: healthychi@earthlink.net.*

Booth Space Fee: \$190 by 5/15/13 Fee: \$220 after 5/15/13.

Application packet and cash/check/credit card payment are **due by Wednesday, May 15, 2013** to avoid late fees. Booth space is limited and will be awarded on a first come-first-served basis. Don't delay in returning the enclosed application.

If you need additional information, please contact Bridget Cooney at 510-559-7015 or email: bcooney@ci.el-cerrito.ca.us.

Application Deadlines: Postmarked May 15, 2013
Late registration accepted until June 1, 2013 if booth space is available
BOOTH SPACE RUNS OUT SO DON'T DELAY!
Official Rules for Non-Food Vendors
City of El Cerrito 4th of July / worldOne festival Celebration

To ensure a pleasant and successful day for everyone involved, please note that all booth participants are expected to conduct themselves in a professional manner. Please read and initial each line that you agree to these conditions.

1. El Cerrito's 4th of July/worldOne festival Celebration, the "Festival", will be presented by the City of El Cerrito and worldOne, on Thursday, July 4th, 2013 from 10:00am – 6:00 pm (or 7:00 pm in Cerrito Vista Park). **Initial:** _____
2. **Vendor agrees** that, NO food shall be handed out whether packaged or not (including water and candy!). This is a Health Code Ruling. **Initial:** _____
3. **Vendor agrees** that, if accepted by the City of El Cerrito/worldOne festival 4th of July Celebration, **booth locations will be rented and assigned in accordance with the best interest of the Festival, which the City at its sole discretion shall have the right to decide.** **Initial:** _____
4. **Vendor agrees to occupy booth space as assigned, and to be open and staffed during all regular festival hours (10am – 6pm on Pomona Ave and 10 am - 7 pm in Cerrito Vista Park).** In the event that the Vendor shall not occupy or staff said space, the City is expressly authorized to occupy or cause said space to be occupied in such a manner as it may deem best for the interest of the Festival without any refunds or allowance whatsoever to the Vendor and without anyway releasing the Vendor from any liability there under. The Vendor also agrees not to sublet or apportion said space to anyone else. **Initial:** _____
5. **It is the sole obligation of the City / worldOne to provide only a 10' x 10' booth space. worldOne festival vendors may inquire re: increased space (20 w' x 10 d') for an additional fee of \$190 (early reg fee). Vendors must receive permission from the Producers for increased space before completing this application. Each booth space should have a canopy; you must bring your own.** There are no refunds or rain checks, due to inclement weather. The City is not obligated to provide any other service of any nature. **Initial:** _____
6. **Vendor shall be liable** for delivery, handling, erection, storage and removal of his/her own displays, equipment and merchandise. All displays, merchandise, equipment and staff must be contained within the assigned booth space. **Vendors must deliver all booth displays and equipment no later than 8:30am on the day of the Festival. For safety reasons NO cars will be permitted on Pomona Ave or given entry to Cerrito Vista Park after 8:30 am or before 6:30pm on Pomona Ave or 7:30 pm in Cerrito Vista Park at the end of event.** There will be no exceptions. **Initial:** _____
7. **The City/worldOne will not be liable** for refunds or any other liabilities whatsoever for a) any items left, lost or stolen, and b) failure to fulfill this contract due to acts of nature, statutes, ordinances, or any legal authority, or any other cause beyond the City's control. Remember: this event happens regardless of weather. **Initial:** _____
8. **All pertinent Fire Codes, laws, ordinances, and regulations** pertaining to health, fire prevention and public safety shall be strictly obeyed. Nothing shall be nailed, stapled, taped or otherwise fixed to any community or private property. **Initial:** _____
9. **Payment Terms:** (1) Applicants must submit a cash, check, money order or credit card payment with their application/contract for booth space **made payable to the City of El Cerrito (add: memo: worldOne festival for Cerrito Vista Park vendors).** (2) Checks will be deposited/Credit cards will be charged upon acceptance. (3) Applications received without full payment & required forms will not be considered and will be returned to sender. **Initial:** _____

City of El Cerrito 4th of July/worldOne festival Celebration Vendor Application

Application Deadlines: Postmarked May 15, 2013

Late registration accepted until June 1, 2013 if booth space is available

BOOTH SPACE RUNS OUT SO DON'T DELAY!

Mail to: 4th of July/worldOne Festival, 7007 Moeser Lane, El Cerrito, CA 94530

Group Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Cell:** _____ **Fax:** _____

Email: _____

Describe what materials/items you will be displaying:

Describe what interactive element you will have at your booth for our festival goers?

If fundraising what will you be selling? Ex: T-Shirts, artwork, etc. (For Fundraising, a suggested donation fee should be requested and cannot be a required fee)

501(c)3 Number Tax ID Number:

Vendor Space Request

Item Requested	# Requested	Fee	TOTAL FEE DUE
Non-Profit Org/Gov't Agency 10x10 Booth (information only)		\$40 by 5/15/13 \$50 after 5/15/13	
Non-Profit Org/Home-Based Business 10x10 Booth (selling)		\$60 by 5/15/13 \$75 after 5/15/13	
Artisan/Commercial/Business 10x10 Booth Space Pomona Ave Location		\$100 by 5/15/13 \$125 after 5/15/13	
Artisan/Commercial/Business 10x10 Booth Space worldOne festival / Cerrito Vista Park Location		\$190 by 5/15/13 \$220 after 5/15/13	

For Office Use Only

Payment Method: _____ **Total Amount Paid:** _____

Check # _____ (Payable to the City of El Cerrito)

Visa/Master Card/AmEx

Receipt #: _____ Booth #: _____ Date: _____ Staff initials: _____