

**Festival is an Exceptional Opportunity:
Wednesdays, 5-9 p.m. June, July, August 2011**



Dear Prospective Booth Participant,

The *Celebrate Claremont Family Festival*

(www.claremontfamilyfestival.org) is a public-private partnership between the Claremont Chamber of Commerce, the City of Claremont, and the locally based non-profit organization and beneficiary project **Xela AID: Partnerships for Self Reliance** (www.xelaaid.org) which provides essential services to children and families in need. With this event, now in its third season, we aim to enrich quality of life and increase commerce by augmenting the slate of community events in the Claremont area. The Festival provides entertainment and engaging children's attractions to create a festive atmosphere in which to feature merchants, restaurants, artisans, specialty foods and more. It is held daylight savings time from 5-9 p.m. As it was last year, the Festival will be held on Second Street west of Indian Hill.

We have made every effort to make booth space highly affordable, and the **BEST VALUE** among local festivals. And, **we have not increased prices from 2010!** Please note that in order to provide a consistent, high-quality experience for our guests, our focus is committed participants who participate in **blocks by month (see details following)**. Individual nights are available on a first-come first-served basis as space permits, but we are unable to guarantee a consistent location. We hope you will find great benefit in your participation in the event, as merchants and service providers have in the past — as an example, one reported that *80 percent* of their qualified leads for the year were secured during the Festival! We hope, too, it will satisfy you to know that your participation will fund important health services and educational opportunities for those with great need. We look forward to your participation in what we are working to make a many-decades-long tradition of the **Celebrate Claremont Family Festival**.

Sincerely yours,

Leslie C. Baer

Leslie Baer
V-Net/Sponsor



Mel Dinkel
V-Net/Sponsor

Oscar de León
Event Manager

APPLICATION 2011 (Update May 1, 2011)

YOUR PROMOTION / COUPON TO BE FEATURED ON OUR WEBSITE AND IN OUR ELECTRONIC NEWSLETTER (Not Required). *Note: Your offer must be available throughout your participation in the Festival.*

(Print please):



BUSINESS /ORGANIZATION _____

DO YOU HOLD A CITY OF CLAREMONT BUSINESS LISCENCE? Yes # _____ No
(Note: For 2011, non-Claremont-based businesses may elect instead to pay \$1.11 each Wed. night. If applicable, check:)

STATE BOARD OF EQUALIZATION PERMIT NUMBER # _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PERSON/TITLE _____

PHONE _____ E-MAIL (REQUIRED) _____

PRODUCT / SERVICE DESCRIPTION _____

Arts & Crafts* Attraction Business Expo Food & Beverage Non-profit Other Quality Merchandise

Note: *To qualify in the Arts & Crafts category, items must be art or craft items and ALL items sold must be **made by booth participant (person purchasing space)**.

Booth Requirements

1. You must provide a 10 x 10 foot booth (white EZ-UP type preferred) and identifying signage/banner.
2. Multiple 10x10s to achieve a 10x20 or 10x30 space may be reserved on a space-available basis.
3. Booth Participants must provide their own lighting, minimum 75w/maximum 100w (compact fluorescents encouraged). You must provide your own 50-foot, grounded (three-pronged) extension chord.
4. Booth Participants will park ONE VEHICLE in the First Street Parking Structure. Booth staff with additional vehicles must park in Metrolink parking. Booth Participants must provide transportation for their staff from Metrolink parking to the event.
5. Electricity - Booth Participants that require heating elements/cooking devices must be self-contained (i.e. propane). Electricity is generally provided for lighting only; other electrical needs will be considered on a case by case basis. Please request here:

I may need extra electricity. Describe:

For Manager's Use: Special accommodation needed None Cost, if any _____ per Block



Fees, Payment, Available Discounts

1. Cost per booth (10-feetx10-feet) – **Circle appropriate category (subject to review/approval)**

Note: Per 10x10 Booth

	Single Night	Block 1 (5 wks) June 1, 8, 15, 22, 29	Block 2 (4 wks) July 6, 13, 20, 27	Block 3 (5 wks) August 3, 10, 17, 24, 31
Arts & Crafts	\$40	(\$25wk) \$125	(\$25wk) \$100	(\$25wk) \$125
Attraction*	15%	15%	15%	15%
Business Expo	\$75	(\$60wk) \$300	(\$60wk) \$240	(\$60wk) \$300
Food & Beverage	\$65	(\$50wk) \$250	(\$50wk) \$200	(\$50wk) \$250
Non-Profit	\$55	(\$40wk) \$200	(\$40wk) \$160	(\$40wk) \$200
Other Quality Merchandise	\$65	(\$50wk) \$250	(\$50wk) \$200	(\$50wk) \$250

* For Attraction, 15% of gross is collected each Wednesday at the end of the event.

2. PROPOSED START DATE: Wednesday, _____
3. Block space is not secured until payment is received. Space will be reserved on first-come basis, with special consideration for Claremont businesses. After initial sign-ups, renewing Booth Participants have space reservation priority.
4. Cash, cashiers checks, and money orders are accepted as payments. We regret that we are unable to accept personal checks or process credit cards.
5. For those entering mid-block, a minimum purchase of four weeks is required for discount to apply.

Figure your payment here:

6. Enter Block cost applicable: _____
7. Multiply by number of booths _____. Check if you would like booths adjacent _____
8. Enter Subtotal: _____
9. Add one-time processing fee for NEW PARTICIPANTS(refunded if application denied) \$20
10. Enter your **Payment Total Here:**

Market Attendance / Credits – Refunds

1. Occupation of Space - **Your business must occupy your space. We regret that no sharing or transfers are allowed.**
2. No Credits or Refunds will be issued for this event. ***The Festival will take place Rain or Shine.***



For New Applicants ONLY - Review Process

1. Please include with your completed application 1) A picture of your booth setup and featured products, 2) Proof of insurance for your own business (**Note that certain vendors may be required to name Volunteer Network Int'l as additionally insured – you will be notified if this applies in your case**), 3) A City of Claremont Business License (if a Claremont-based business, or if you prefer not to pay \$1.11 per night). Note that proof upon application is required **ONLY** if you have an existing Claremont business license; if not, please submit your application without one. If your application is approved, you will be notified and, if a Claremont-based business, required to obtain a license with the City of Claremont’s Finance Department.
- 4) Your **Total Payment** as cash, cashier's check or money order which includes a one-time processing fee (only if you are a new participant) and the cost of your space during your block or night. Please note that your application is your agreement to abide by all market Rules and Regulations.
2. Your check or money order will be cashed upon approval.
3. NOTE: If you are a food vendor, upon acceptance of application and prior to first day of participation, you will be required to submit paperwork to the Event Manager who will obtain an **L.A. County Health Dept. Permit** on your behalf.

For Manager’s Use: Required NO YES Received

Preliminary Liability Waiver

I have read and understood this application, information sheet and guidelines. I further understand that Volunteer Network International / Project Xela Aid, the City of Claremont, the Claremont Chamber of Commerce and all their representative are not responsible or liable for ANY damages including, but not limited to, losses suffered before, during or after the event as a result of my participation in this event or the sale of associated products or services. I am a representative of the participant business or organization specified on the first page of this application and have the authority to sign this Application and Liability Waiver.

Signature: _____ Date: _____

Print Name, Title: _____

IMPORTANT - Return completed application (all four pages) with required attachments and cashier’s check or money order (do not mail cash please) payable to:

“Volunteer Network International” - Memo: “Festival” Mail to:

**Celebrate Claremont Festival
4633 Williams Ave
La Verne, CA 91750**

OR: For faster service, or to pay with cash, call Manager to arrange to turn in your application and payment. Festival Manager Oscar de León, at oscarxicara@hotmail.com (714) 345-3087