

5th Annual Petaluma's Salute to American Graffiti

2010 Food Vendor Application Forms

Questions? More Information?

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PETALUMA'S SALUTE TO AMERICAN GRAFFITI, SATURDAY, MAY 15, 2010: 9am to 9pm is the annual community celebration of the "happy days" of the '50s and early '60s as seen in George Lucas' timeless, coming-of-age *American Graffiti*, most of the memorable scenes in which were filmed here in 1972. This non-alcoholic, family-oriented tribute helps preserve and continue the legacy of *American Graffiti* and raises money in support of the welfare, safety, history, arts and schools of the Petaluma area.

Presented by Cruisin' The Boulevard, Inc., a Petaluma-based all-volunteer 501(c)(3) nonprofit California Public Benefit Corporation, all restaurants and food businesses are invited to participate in this year's celebration in Historic Downtown Petaluma.

We expect over 20,000 people to attend this year's Salute, which will feature 400 classic 1972 and older American-made vehicles, a special emergency vehicle show, live bands, *American Graffiti* stars, cars that were featured in the film, food and merchandise vendors and exhibitors, *American Graffiti* memorabilia and collectables, contests, children's attractions, and much more! Don't miss this exceptional opportunity to participate in one of Northern California's premier events that attracts visitors from around the world!

SELECTION: Local restaurants have first option to obtain a food booth. Once locals are chosen, we will select other vendors based on the types of foods offered, the vendor's experience with selling food at these types of events and the date on which the application is received. Our goal is to have a balance and variety of high quality foods. We require that all food vendors have a professional presentation including signs and banners. If possible, submit two photographs of your booth setup and signage.

VENDOR SPACES: There are three categories of food vendors. See attached applications for fee structure. If you will be cooking or baking, you must purchase a 10ft. x 20ft. space: 10ft. for your booth and 10ft. for your cooking/baking area. If you will only be serving beverages, including coffee, and/or food that is not being cooked or baked on-site, you need only purchase one 10ft. x 10ft. space. A separate \$200 fully-refundable cleaning deposit is also required and will be returned to you following the celebration if no additional street cleaning fees are imposed upon Cruisin' The Boulevard, Inc. due to your negligence or failure to clean up thoroughly. A separate check is required for cleaning deposit. Rates shown on applications apply to booths measuring 30' long or less or three 10' booths. For larger spaces, please contact us for rates.

You must provide everything for your set up including tarpaulins, which must be placed on the ground and cover the full footprint of both your booth and cooking area. All tents and pop-ups MUST be securely anchored! No electricity is or can be provided. In some instances, ultra low-noise generators may be permitted. Please ask before submitting your application. **ALL ON-SITE COOKING/BAKING MUST BE DONE USING A PROPANE GRILL/OVEN. NO CHARCOAL OR WOOD FIRES ARE PERMITTED. YOU MUST USE COMPOSTABLE PRODUCTS.**

MENU CHOICES: Please specify your top three menu choices on your application. We do not want to have numerous vendors selling the same food items.

BEVERAGE POLICY: Food vendors may sell non-alcoholic beverages from their booth. If we have a beverage sponsor, for example, Calistoga Water or Coca Cola, you will be required to sell that brand of product and not sell a competing brand. No alcoholic beverages may be sold or distributed from your booth.

INSURANCE & RE-SALE NUMBER REQUIRMENTS: All vendors must have \$1,000,000 of liability insurance. You will be required to name Cruisin' The Boulevard, Inc. and the City of Petaluma as additional insured's. Not required to apply, we must receive your certificate of insurance and your current California re-sale number on or before May 1, 2009. You should be able to obtain one day event insurance from Shahinian Insurance Services: (800) 457-2231 or at one of many other agencies, which you can easily locate on the Internet. You may also obtain a temporary California reseller's permit by contacting the Board of Equalization: (800) 400-7115 or online at: <http://www.boe.ca.gov>. Even if you are from outside California, you will need a temporary permit.

APPLICATION DETAILS: Application deadline: March 26, 2010. Mail your completed application, application deposit, and two photographs (if possible) of your booth and signage to the address on the application.

Your application is not a guarantee of acceptance. If you provide an email address, we will acknowledge receipt of your application immediately. If you do not provide an email address, acknowledgement will be sent within 5 days by USPS mail. No refunds or rain checks. You will be charged \$35 for a bounced check.

Selection of participants will be on-going with the last ones to be made by April 5. You will be notified no later than April 9 as to whether you have been selected to participate or not. As soon as we receive your certificate of insurance and resale permit (must be received no later than May 1), we will mail your Vendor Entrance Credentials and setup location and instructions to you.

Cruisin' The Boulevard is an independent, all-volunteer, tax-exempt 501(c)(3) nonprofit California Public Benefit Corporation

Cruisin' The Boulevard, Inc. • P.O. Box 4412 • Petaluma, CA 94955-4412 • (707) 762-3394
www.americangraffiti.net • info@americangraffiti.net • EIN: 20-3804722

5th Annual Petaluma's Salute to American Graffiti, May 15, 2010

Non Petaluma-Based Food Vendor Application

Make checks payable and mail to:

Cruisin' The Boulevard
P.O. Box 4412 ~ Petaluma, CA 94955

Company Name: _____ Date: _____

Contact: _____ Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Fax: (____) _____

Telephone: (____) _____ California Resale # (required): _____

(If you have not received your permit yet, write the words PERMIT PENDING above. We must receive it on or before 5/1/2010.)

____ Number of \$300 each 10' x 20' cooking/baking food booths (+ cleaning deposit) requested

____ Number of \$150 each 10' x 10' non-cooking/baking food booths (+ cleaning deposit) requested

____ Total booths x \$50 application deposit = \$ _____

IMPORTANT: If your application is not accepted, your application deposit will be refunded. If your application is accepted, you will be invoiced with the balance due. Balance due MUST be paid by April 15, 2010. If balance due is not received by April 15, you risk losing your deposit and your acceptance.

____ Enclosed are my checks/money orders

____ I will pay using PayPal. Please contact me by calling: (____) _____

____ Please charge my Visa/MasterCard: Credit Card #: _____

Expires: _____ Name on Card: _____

3-digit Security Code: _____ Signature: _____

Card Billing address (if different from above): _____

Please provide your top three menu items or attach a menu list with pricing.

If requesting a second booth, make a copy of this application, attach it and mark it as booth #2

Menu Item	Price

Terms of application and exhibition: As a duly authorized representative of the above named business/organization, I acknowledge that I have read, understand and agree to all of the terms and conditions set forth in this application and its information and requirements as stated on the first page of the application package. Furthermore, on behalf of the business/organization named above, I agree to release, hold harmless and indemnify Cruisin' The Boulevard, Inc. (CTB) and the City of Petaluma, their affiliated organizations or entities, directors, officers, agents, or employees from any and all liabilities, claims, demands, costs or damages to person(s) or property as a result of participation in Petaluma's Salute to American Graffiti. I further release and indemnify CTB and the City of Petaluma and all of their duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by vendors, exhibitors, participants, guests or anyone else associated with this event before, during or after this event as a result of the display or demonstration of my work, equipment, materials, or merchandise. I understand that CTB has the right to remove anything that does not meet the standards set forth in this application and its requirements. I understand that there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree: 1) to accept all decisions of CTB; 2) to allow CTB to the use of any photographs/images or promotional materials that I provide as part of this application or as may be recorded on camera or videotape by CTB at the event for the purpose of promoting the event this year and in the future; 3) that I may forfeit any fees paid as well as acceptance of this application if I fail to pay the balance due on or before April 15, 2010; 4) that I will forfeit any fees paid if I fail to provide a certificate of insurance, California Resale Permit and any other required documents on or before May 1, 2010. I furthermore acknowledge that Cruisin' The Boulevard, Inc. reserves the right to refuse the participation of any applicant it deems offensive, inappropriate, or contrary to the spirit of the celebration or the City of Petaluma.

Print Name & Title

Signature

Date

5th Annual Petaluma's Salute to American Graffiti, May 15, 2010

Petaluma-Based Food Vendor Application

Make checks payable and mail to:

Cruisin' The Boulevard
P.O. Box 4412 ~ Petaluma, CA 94955

You must have a Petaluma address to use this form.

Company Name: _____ **Date:** _____

Contact: _____ **Email:** _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____ **Fax:** (____) _____

Telephone: (____) _____ **California Resale # (required):** _____

(If you have not received your permit yet, write the words PERMIT PENDING above. We must receive it on or before 5/1/2010.)

____ **Number of \$250 each 10' x 20' cooking/baking food booths (+cleaning deposit) requested**

____ **Number of \$125 each 10' x 10' non-cooking/baking food booths (+cleaning deposit) requested**

____ **Total booths x \$50 application deposit = \$ _____**

IMPORTANT: If your application is not accepted, your application deposit will be refunded. If your application is accepted, you will be invoiced with the balance due. Balance due MUST be paid by April 15, 2010. If balance due is not received by April 15, you risk losing your deposit and your acceptance.

____ **Enclosed are my checks/money orders**

____ **I will pay using PayPal. Please contact me by calling:** (____) _____

____ **Please charge my Visa/MasterCard: Credit Card #:** _____

Expires: _____ **Name on Card:** _____

3-digit Security Code: _____ **Signature:** _____

Card Billing address (if different from above): _____

Please provide your top three menu items or attach a menu list with pricing.

If requesting a second booth, make a copy of this application, attach it and mark it as booth #2

Menu Item	Price

Terms of application and exhibition: As a duly authorized representative of the above named business/organization, I acknowledge that I have read, understand and agree to all of the terms and conditions set forth in this application and its information and requirements as stated on the first page of the application package. Furthermore, on behalf of the business/organization named above, I agree to release, hold harmless and indemnify Cruisin' The Boulevard, Inc. (CTB) and the City of Petaluma, their affiliated organizations or entities, directors, officers, agents, or employees from any and all liabilities, claims, demands, costs or damages to person(s) or property as a result of participation in Petaluma's Salute to American Graffiti. I further release and indemnify CTB and the City of Petaluma and all of their duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by vendors, exhibitors, participants, guests or anyone else associated with this event before, during or after this event as a result of the display or demonstration of my work, equipment, materials, or merchandise. I understand that CTB has the right to remove anything that does not meet the standards set forth in this application and its requirements. I understand that there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree: 1) to accept all decisions of CTB; 2) to allow CTB to the use of any photographs/images or promotional materials that I provide as part of this application or as may be recorded on camera or videotape by CTB at the event for the purpose of promoting the event this year and in the future; 3) that I may forfeit any fees paid as well as acceptance of this application if I fail to pay the balance due on or before April 15, 2010; 4) that I will forfeit any fees paid if I fail to provide a certificate of insurance, California Resale Permit and any other required documents on or before May 1, 2010. I furthermore acknowledge that Cruisin' The Boulevard, Inc. reserves the right to refuse the participation of any applicant it deems offensive, inappropriate, or contrary to the spirit of the celebration or the City of Petaluma.

Print Name & Title

Signature

Date

5th Annual Petaluma's Salute to American Graffiti, May 15, 2010

Petaluma Non-Profit Food Vendor Application

Make checks payable and mail to:
Cruisin' The Boulevard
P.O. Box 4412 ~ Petaluma, CA 94955

Organization Name: _____ Date: _____

Contact: _____ Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Fax: (____) _____

Telephone: (____) _____ California Resale # (required): _____

(If you have not received your permit yet, write the words PERMIT PENDING above. We must receive it on or before 5/1/2010.)

____ Number of \$200 each 10' x 20' cooking/baking food booths (+cleaning deposit) requested

____ Number of \$100 each 10' x 10' non-cooking/baking food booths (+cleaning deposit) requested

____ Total booths x \$50 application deposit = \$ _____

IMPORTANT: If your application is not accepted, your application deposit will be refunded. If your application is accepted, you will be invoiced with the balance due. Balance due MUST be paid by April 15, 2010. If balance due is not received by April 15, you risk losing your deposit and your acceptance.

____ Enclosed are my checks/money orders

____ I will pay using PayPal. Please contact me by calling: (____) _____

____ Please charge my Visa/MasterCard: Credit Card #: _____

Expires: _____ Name on Card: _____

3-digit Security Code: _____ Signature: _____

Card Billing address (if different from above): _____

Please provide your top three menu items or attach a menu list with pricing.

If requesting a second booth, make a copy of this application, attach it and mark it as booth #2

Menu Item	Price

Terms of application and exhibition: As a duly authorized representative of the above named business/organization, I acknowledge that I have read, understand and agree to all of the terms and conditions set forth in this application and its information and requirements as stated on the first page of the application package. Furthermore, on behalf of the business/organization named above, I agree to release, hold harmless and indemnify Cruisin' The Boulevard, Inc. (CTB) and the City of Petaluma, their affiliated organizations or entities, directors, officers, agents, or employees from any and all liabilities, claims, demands, costs or damages to person(s) or property as a result of participation in Petaluma's Salute to American Graffiti. I further release and indemnify CTB and the City of Petaluma and all of their duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by vendors, exhibitors, participants, guests or anyone else associated with this event before, during or after this event as a result of the display or demonstration of my work, equipment, materials, or merchandise. I understand that CTB has the right to remove anything that does not meet the standards set forth in this application and its requirements. I understand that there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree: 1) to accept all decisions of CTB; 2) to allow CTB to the use of any photographs/images or promotional materials that I provide as part of this application or as may be recorded on camera or videotape by CTB at the event for the purpose of promoting the event this year and in the future; 3) that I may forfeit any fees paid as well as acceptance of this application if I fail to pay the balance due on or before April 15, 2010; 4) that I will forfeit any fees paid if I fail to provide a certificate of insurance, California Resale Permit and any other required documents on or before May 1, 2010. I furthermore acknowledge that Cruisin' The Boulevard, Inc. reserves the right to refuse the participation of any applicant it deems offensive, inappropriate, or contrary to the spirit of the celebration or the City of Petaluma.

Print Name & Title

Signature

Date