THE CITY OF EL CERRITO RECREATION

worldOne festival

Plans are progressing for El Cerrito's largest community gathering – **4th of July/worldOne festival Celebration 2014**. The event will be held on **Friday, July 4th, 2014 from 10:00 am to 7:00 pm in Cerrito Vista Park and 10:00 am – 6:00pm 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 2014 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 and 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: $45 by 5/15/14 Fee: $55 after 5/15/14.

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: $65 by 5/15/14 Fee: $80 after 5/15/14.

Commercial/Storefront Businesses located on Pomona Ave: This group is made up of artisans and commercial businesses that are selling products and/or promoting their services. This group is located on Pomona Ave.
Booth Space Fee: $105 by 5/15/14 Fee: $130 after 5/15/14.

Artisan/Home-Based Businesses (non-storefront) located in Cerrito Vista Park*: This group is made up of artisans and Home-based businesses that are selling products and/or promoting their services. This group is on the field in Cerrito Vista Park.
Booth Space Fee: $190 by 5/15/14 Fee: $220 after 5/15/14.

Storefront/Commercial Businesses located in Cerrito Vista Park*: This group is made up of commercial/ storefront businesses that are selling products and/or promoting their services. This group is located on the field in Cerrito Vista Park.
Booth Space Fee: $225 by 5/15/14 Fee: $250 after 5/15/14.

Vendor hours in Cerrito Vista Park are 10 am – 7 pm. Vendors affiliated with the worldOne festival should contact Debra Sue Kelvin, at 510.334.2472 or via email: debrasuekelvin@gmail.com.

Application packet and cash/check/credit card payment are **due by Thursday, May 15, 2014** 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. ***Applications can be mailed to or dropped off: City of El Cerrito 4th of July/worldOne Festival, 7007 Moeser Lane, El Cerrito, CA 94530. For online registration, go to: www.el-cerrito.org/july4 and click on "Online Submittal".***
For additional information, contact Bridget Cooney at 510-559-7015 or email: bcooney@ci.el-cerrito.ca.us .

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

Application Deadlines: Postmarked May 15, 2014
Late registration accepted until June 2, 2014 if booth space is available
BOOTH SPACE RUNS OUT SO DON'T DELAY!

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) Pomona Ave Location		$45 by 5/15/14 $55 after 5/15/14	
Non-Profit Org/Home-Based Business 10x10 Booth (selling) Pomona Ave Location		$65 by 5/15/14 $80 after 5/15/14	
Store-Front/Commercial/Business 10x10 Booth Space Pomona Ave Location		$105 by 5/15/14 $130 after 5/15/14	
Artisan/Home-based Business (non-storefront) 10x10 Booth Space worldOne festival / Cerrito Vista Park Location		$190 by 5/15/14 $220 after 5/15/14	
Storefront/Commercial Business 10x10 Booth Space worldOne festival / Cerrito Vista Park Location		$225 by 5/15/14 $250 after 5/15/14	

I recognize and acknowledge that there are certain risks inherent in my participation in this El Cerrito Recreation Department event, including the risk of injury. I hereby agree to assume those risks. To the extent permitted by law, I hereby release in advance the City of El Cerrito, its officers, employees, agents and volunteers from any and all liability to me arising out of, or connected in any way with, my participation in this event, even though that liability may arise out of the negligence or carelessness of the City of El Cerrito, its officers, employees, agents, and volunteers. Additionally, to the extent permitted by law, I hereby agree to indemnify the City of El Cerrito, its officers, employees, agents and volunteers against any liability, loss damage, expenses and costs of every nature arising out of, or in connection with, my participation in the program. I have read and fully understand the terms of this Waiver, Release and Indemnity. I further agree to abide by the policies and procedures on the second page of this document.

_____ _____ _____

Print Name Signature Date

Application Deadline: Received by May 15, 2014 during office hours to qualify for early bird pricing.

Booth space is limited and will be awarded on a first come-first-served basis.
BOOTH SPACE RUNS OUT SO DON'T DELAY!

Applications can be mailed to: City of El Cerrito 4th of July/worldOne Festival, 7007 Moeser Lane, El Cerrito, CA 94530. Applications can also be faxed to: 510-528-9413, scanned and emailed to bcooney@ci.el-cerrito.ca.us (payment can be made by credit card over the phone once forms are approved)

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, all booth participants are expected to conduct themselves in a professional manner. Please read and initial the items below in acknowledgment of festival policies.

1. El Cerrito's 4th of July/worldOne festival Celebration, the "Festival", will be presented by the City of El Cerrito and worldOne, on Friday, July 4th, 2014 from 10:00am – 6:00pm (or 7:00 pm in Cerrito Vista Park) rain or shine.
   Initial: _____

2. **Vendor agrees** that, NO food or beverages shall be handed out/sold whether packaged or not (including water and candy!). **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/worldOne 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. Cerrito Vista Park v*endors may inquire about increased space (20 w' x 10 d') for an additional fee of $190 (early reg fee). Vendors must receive permission for increased space before completing this application.* Double booth space is based upon availability. Each booth space should have a canopy; you must bring your own.** 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 8:30 am 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 6:30 pm on Pomona Ave/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.** (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**: _____