

# 7th Annual Petaluma's Salute to American Graffiti

2012 Food Vendor Application Forms

Questions/More Information?

Contact: Victor@americangraffiti.net



**PETALUMA'S SALUTE TO AMERICAN GRAFFITI, SATURDAY, MAY 19, 2012: 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 were filmed in Petaluma 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 30,000 people to attend this year's Salute, which will feature over 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! This is a day long event!

## **Vendor/Exhibitor check list (please review entire agreement prior to signing!)**

1. March 16, 2012, application plus \$50.00 application deposit (per booth) due
2. March 30, 2012, vendor/exhibitor Selections complete
3. April 6, 2012, notification to vendor/exhibitor of selection
4. April 13, 2012, balance of booth fees due
5. April 27, 2012, certificate of insurance and resale permit due

**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. Please submit two photographs of your booth setup and signage. Simple camera phone photographs will be acceptable.

**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, equivalent to the Honda Whisper Quiet unit(s) 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. Water sales will be \$1.00 per bottle for all vendors in the interest of equality for the attendees.

**INSURANCE & RE-SALE NUMBER REQUIREMENTS:** 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 valid California State Board of Equalization Seller's Permit no later than April 27 (copy accepted). 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. There will be no exceptions to this requirement.

**APPLICATION DETAILS:** Application deadline: March 16, 2012. Mail your completed application, application deposit, and two photographs 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 7 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 March 30, 2012. You will be notified no later than April 6, 2012 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 April 27, 2012), we will mail your Vendor Entrance Credentials and setup location and instructions to you.

7th Annual Petaluma's Salute to American Graffiti, May 19, 2012

Non Petaluma-Based Food Vendor Application

Make checks payable and mail to:

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

Business/organization: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ California Resale # (required): \_\_\_\_\_

(If you have not yet received your permit, write the words PERMIT PENDING above. We must receive it on or before April 27, 2012.)

\_\_\_\_ Number of \$350 each 10' x 20' cooking/baking food booths (+ \$200.00 cleaning deposit) requested

\_\_\_\_ Number of \$175 each 10' x 10' non-cooking/baking food booths (+\$200.00 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 13, 2012. If balance due is not received by April 13, 2012, 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

Table with 2 columns: Menu Item, Price. Contains 3 empty rows for menu items.

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 13, 2012; 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 April 27, 2012. 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

7th Annual Petaluma's Salute to American Graffiti, May 19, 2012

Petalum-Based Non-Profit Food Vendor Application

Make Checks Payable and mails to: Cruisin' the Boulevard, Inc PO Box 4412 Petaluma, CA 94955

Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ California Resale # (required): \_\_\_\_\_

(If you have not yet received your permit, write the words PERMIT PENDING above. We must receive it on or before April 27, 2012.)

\_\_\_\_ Number of \$250 each 10' x 20' cooking/baking food booths (+ \$200.00 cleaning deposit) requested

\_\_\_\_ Number of \$125 each 10' x 10' non-cooking/baking food booths (+ \$200.00 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 13, 2012. If balance due is not received by April 13, 2012, 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

Table with 2 columns: Menu Item, Price. Contains 3 empty rows for menu items.

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 13, 2012; 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 April 27, 2012. 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

*7th Annual Petaluma's Salute to American Graffiti*  
**Petaluma-Based Food Vendor Application**

Make Checks Payable and Mail to:  
 Cruisin' the Boulevard, Inc  
 PO Box 4412 Petaluma, CA 94955

Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ California Resale # (required): \_\_\_\_\_

(If you have not yet received your permit, write the words PERMIT PENDING above. We must receive it on or before April 27, 2012.)

\_\_\_\_ Number of \$300 each 10' x 20' cooking/baking food booths (+ \$200.00 cleaning deposit) requested

\_\_\_\_ Number of \$150 each 10' x 10' non-cooking/baking food booths (+ \$200.00 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 13, 2012. If balance due is not received by April 13, 2012 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 13, 2012; 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 April 23, 2012. 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