

**T**he Petaluma Downtown Association is pleased to sponsor the 17th Annual Art & Garden Festival. The Festival will be held Sunday July 8th, 2018 from 11am to 5pm.

**Congratulations** on choosing to seize this marketing opportunity! Joining the community of city-wide beverage producers at the Festival will expose your business to 12-14,000 visitors.

The Art & Garden Festival will take place on Kentucky and Fourth Streets, on B Street and in the A Street parking lot. (*See back cover for map.*)

**All proceeds benefit the Petaluma Downtown Association, a non profit organization.**

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## RULES & REGULATIONS

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**Booth size on Fourth & Kentucky Streets:** *approximately* 12' by 12'.

Winery and Brewery sponsors will be assigned spaces based on availability.

**Wineries & Breweries** are not charged a fee, and are classed as sponsors of the event and given additional promotion. A table, tablecloth, umbrella, water pitcher and bucket will be provided.

**The PDA sells** ticket packages for all food and beverages. The customer then uses those tickets to purchase items—samples/tastings/plates—at your booth.

**Tickets** are worth \$1.50 to the customer. Please price your offerings accordingly. We have found that 3 to 5 tickets per glass do well. It's also a good idea to have 1 to 2 ticket tastes, so that people can decide whether they want a full glass first. ***You may only serve to people who have tickets. No cash sales please!***

Remember this is a fundraiser so selling tickets is of paramount importance to our continuing success.

**License Fees** for city, county or state are the responsibility of the Seller.

**Setup** is from **7:00 AM to 10:30 AM**. No vehicles will be allowed to enter the festival area between **9:30 AM and 5:30 PM**. All vehicles must be cleared from the street by **10:30 AM**. Street parking for sellers is available nearby.

**Breakdown of booth space** will not be permitted until **5:00 PM**. **No exceptions. You must** stop serving at **5:00 PM** and begin breakdown. This is of particular importance for our wineries and breweries because our ABC permit only allows us to continue alcohol sales to 5:00 PM. Vehicles may not enter the festival area until **5:30 PM or until the festival crowd has dispersed**.

**Ice** will be provided as needed, but please bring your own to start. **Water** will be available both behind and/or to the right side of 23 Kentucky St. You may bring a long hose to hook up, but the hose **must not** get in anyone's way, and **must be removed BY 10:30 AM**. We recommend you bring buckets. **Electricity** is available on a limited basis.

**Reservations** must be made by **June 8, 2018**. Spaces will be reserved on a "first come, first serve" basis. Unclaimed booths, if any, will be resold at **9:30 AM** on July 8th.

**Confirmation and Space Notifications** will be sent out no later than **June 29th, 2018**. Included will be set-up instructions, a detailed map and further information.

**Cancellations** must be received by **June 18th, 2018 – thank you**. The Festival will be held rain or shine.

**Insurance** of any kind is not provided to festival participants. The Petaluma Downtown Association, its directors, employees, volunteers, the Petaluma Downtown Art & Garden Committee and Promoter, the City of Petaluma and the County of Sonoma assume no risk; and by the participation in this event and by signing this application, the participant expressly releases them from any and all liability for any theft, injury or damage to merchandise, or loss to any person or goods which may arise from the occupation of space by the participant. We strongly encourage all event participants to carry insurance.