

The 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.

The Art & Garden Festival will take place on Kentucky and Fourth Streets, on B Street and in the A Street parking lot.

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

RULES & REGULATIONS

Premium Spaces on Fourth & Kentucky Sts are *approximately* 12' by 12' at \$180 per space.

Standard Spaces in the A Street parking lot are *approximately* 10' by 20' at \$160 per space. Non-Profits are \$75 per space and are assigned as space permits.

Setup is from **7:00am to 9:30am**. No vehicles will be allowed to enter the festival area between **9:30am and 5:30pm**. All vehicles must be cleared from the street by **10:30am**. Free parking for sellers is available nearby. **No merchandise or boxes may be placed on sidewalks or against buildings**. Please keep all merchandise in your assigned area only.

Electricity is available only on Kentucky & Fourth Streets. **Water** availability will be limited as well.

Tents & Umbrellas will be available for rent. One 10' by 10' canopy with weights is \$100 and one market umbrella with stand is \$50.

Tables & Chairs must be furnished by the Sellers. Placing merchandise on the ground in lieu of tables or display cabinets is unacceptable.

Resale Permit - The State Board of Equalization requires and enforces that all companies, organizations and individuals making sales have a current and valid California resale permit. No one will be assigned a space at the Festival without providing a copy of their resale permit. The only exception is non-profit organizations that are not selling. If you don't have a seller's permit get one at: **www.boe.ca.gov** or call **800-735-2922**.

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

Festival Flavor - All participants should have products compatible with the festival's flavor of a Petaluma and Wine Country event. We seek to provide unique & quality local products. Some exceptions may be made for unique non-local products. Mass produced products may be considered for garden related vendors.

Juried Event - Artists' work will be juried for appropriateness to the Festival's local flavor. Jurying will be performed by the Petaluma Downtown Association and ratified by the Festival Chairperson. **Merchants** will not be juried, however they will still be reviewed for appropriateness to the Festival's flavor. **Jewelry** applicants must meet **1 of 3 criteria: 1) Submit as art to be juried. 2) Be a Downtown merchant selling jewelry from your store. 3) Or submit photos & descriptions to the Festival Chair for individual review. Pictures will not be returned so please submit appropriately.**

Reservations must be made by June 1, 2018. Spaces will be sold on a "first come, first serve" basis. Unclaimed booths, if any, will be resold at **9:30am** on July 8th. **Subleasing is not permitted.**

Confirmation and Space Number 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 11, 2018 or all monies deposited will be forfeited. The Festival will be held rain or shine. No refunds will be given.

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.

Breakdown of booth space will not be permitted until **5:00pm**. **No exceptions**. Vehicles may not enter the festival area until **5:30pm or until the festival crowd has dispersed**. Please do not drive the wrong way on one-way streets. Please clean up your space and cooperate with the Festival supervisors who are directing traffic.