

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.

Congratulations on choosing to seize this marketing opportunity! Joining the community of city-wide restaurants 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.

RULES & REGULATIONS

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

Restaurant vendors will be assigned spaces based on availability.

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.

Restaurants are charged a \$50 fee and will receive 50% of the proceeds from their tickets, unless they wish to donate their tickets. A tent, 2 tables & tablecloths will be provided, 100 tickets will be deducted from your total collected to cover the cost of the rentals. Restaurants that choose to donate all their proceeds will not be charged an entrance or rental fee.

Tickets are worth \$1.50 to the customer, or \$.75 to you. Please price your offerings accordingly. We have found that 3 to 4 ticket items sell well. It's also a good idea to have one ticket items, so that people can use up their left over tickets. ***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.

Health Department requires hand washing and utensil washing facilities at food booths. You will also need a current health permit and meet all health department requirements. For more info visit www.sonoma-county.org/health/eh/food_bth.htm

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. 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**. A \$100 deposit is required to reserve a space. Check will be returned to you on July 8th. Spaces will be sold on a "first come, first serve" basis. Unclaimed booths, if any, will be resold at **9:30 AM** on July 8th, and check will be forfeited. **Subleasing is not permitted.**

Please include a **proposed menu** so we can market you! We will do "shout outs" on FB, our website, our newsletter, etc.

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

Cancellations must be received by **June 18, 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 the event and by signing this applications, the participant expressly releases them from any and all liability for any damages, injury, theft, or loss to any person or goods which may arise from the occupation of space by the participant. We require participants to have a minimum of \$1,000,000 in liability insurance per event.