



**Commercial Booth & Cart/Food Vendor Application
for the PARADE ONLY**

“Rose Pedals”

Saturday, May 15, 2010

Parade 10:00 AM to 12:30 PM, Downtown Santa Rosa

*****Application Due Friday, April 9, 2010****

Business Name		Contact Name		Cell #	
Day Phone		Email:			
Mailing Address/City/Zip:					
Resale or non-profit#		Returning Vendor		New Vendor	
Event References					

Booth Description: State activities or information. Use the back of this form or include supplemental information if necessary.

Vendor Fees check the appropriate box and enter the total fee(Line 1) →	\$
Souvenir/Food Cart: \$135 per cart	

INSURANCE

ALL VENDORS are required to provide proof of general and product liability insurance in the amount of \$1,000,000 also naming the *Luther Burbank Rose Parade & Festival additionally insured for the event date 5/15/2010*. Or you may purchase a one-day rider on our event policy for \$50 (Commercial or Food).

Check the appropriate box and enter the total fee if applicable (Line 2) →	\$
<input type="checkbox"/> Purchase a one day rider on LBRP&F event policy for \$50 (Commercial or Food Concessions)	
<input type="checkbox"/> My insurance verification is attached	

Add Lines 1 and 2 and enter the total here: (Total Fees Enclosed) →	\$
--	----

Make check payable to *Luther Burbank Rose Parade & Festival*

Enclosed with application (if applicable):

<input type="checkbox"/>	Proof of general & product liability insurance
<input type="checkbox"/>	Check for vendor fees payable to <i>Luther Burbank Rose Parade & Festival</i>
<input type="checkbox"/>	Copy of the City of Santa Rosa Business License (if applicable)
<input type="checkbox"/>	Copy of the Santa Rosa Fire Department propane approval receipt (if applicable)

GENERAL EVENT RULES

1. Cart vendor hours of operation:
 - a). If selling on the Parade route must be in operation between 9:30 a.m. to 12:30 p.m.
2. The Luther Burbank Rose Parade & Festival (LBRP&F) reserves the right to limit the number of vendors who sell similar items.
3. Food **must** meet the Sonoma County Health Department Special Event Health Permit Requirements.
4. Carts **MUST STAY OUT OF THE PARADE JUDGING AREA AND THE TELEVISION BROADCAST AREA**. Carts and products may not restrict the view of the judges. Carts must stay out of the way of television cameras and away from the commentator’s booth in order to permit televisions full view of the parade.
5. Use of Liquid Propane Gas at the Rose Parade is subject to the regulations of the Santa Rosa Fire Department. Please call the Fire Department (707 543-3500) at least two weeks prior to the Festival to be sure your Propane set-up is approved.

- 6. All vendors are responsible for providing all equipment and personnel.
- 7. Dumping of any water, ice or other substance, into storm drains or adjacent landscaping is prohibited. Vendors must provide a container for removal and disposal of gray water.
- 8. No glass may be used.
- 9. Each vendor must display the event permit issued by the LBRP&F.
- 10. All vendors are expected to cooperate with parade marshals and/or Public Safety officials.
- 11. All vendors are strongly encouraged to use environmentally preferred practices such as reduced packaging, recycled and recyclable packaging and paper products, recyclable utensils and sustainably produced products.
- 12. **No** Styrofoam.
- 13. All materials for meeting health department requirements including, but not limited to, fully enclosed booth (if required), hand-washing station and proper clean-up area.
- 14. Any equipment needed including, but not limited to cooking and heating supplies, as well as an apparatus for keeping food a minimum of 2 (two) feet off the ground.
- 15. Approved fire extinguisher.
- 16. Proper disposal of trash.
- 17. Electrical power, if needed
- 18. Fire Department approval for propane cooking equipment.
- 19. Menu signs indicating price.

The Festival reserves the right to limit the number of vendors who sell similar items. We will only accept complete applications with signature, required insurance documents and full payment. Signing this agreement indicates that the vendor has read and agrees to Parade Rules and further agrees to indemnify, release, defend and save harmless the LBR Parade & Festival Inc. (Luther Burbank Rose Parade Festival), its board and committees, volunteers, agents and management team, the Santa Rosa Chamber of Commerce and its employees and agents, The City of Santa Rosa and its employees and agents from any and all claims of loss, damage, injury, liability claim or expense of any nature whatsoever arising in any respect, directly or indirectly resulting to any person, firm, corporation or property including Vendor out of or in connection with the performance of this agreement or relating in any way to participation in exhibits or sales or activities at the Luther Burbank Rose Parade & Festival.

Signature _____ Date _____

*****APPLICATION DEADLINE FRIDAY, APRIL 9, 2010*****

Mail to:

Luther Burbank Rose Parade & Festival,
 PO Box 11264,
 Santa Rosa, CA 95406

or drop off at: Santa Rosa Chamber of Commerce, 637 1st Street, Santa Rosa

Phone: 707.523.3728 info@roseparadefestival.com www.roseparadefestival.com Fax: 707.523.3754