



Commercial Booth & Cart/Food Vendor Application "Rockin' Round the Roses"

Saturday, May 19, 2012

Parade 10:00 AM to Noon, Downtown Santa Rosa

Festival 11 AM to 3 PM, Downtown Santa Rosa

*****Application Due Friday, April 1, 2012*****

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.

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Vendor Fees check the appropriate box and enter the total fee(Line 1) →	\$
Booth at Festival: <input type="checkbox"/> Commercial Booth at Festival \$185 <input type="checkbox"/> Non-Food Selling Non-Profit \$50	
Souvenir/Food Cart: <input type="checkbox"/> Festival \$135 <input type="checkbox"/> Parade \$135 <input type="checkbox"/> Festival & Parade \$185	

You are responsible for: Check the appropriate box(es) if you are bringing:

<input type="checkbox"/> Generator	<input type="checkbox"/> BBQ's & Disposal container	<input type="checkbox"/> Propane (see rules)	<input type="checkbox"/> Tables	<input type="checkbox"/> Chairs
<input type="checkbox"/> Ice	<input type="checkbox"/> Canopies	<input type="checkbox"/> Other		

You can Rent: Check the appropriate box(es) and enter the total fee(Line 2) →	\$		
Generator @ \$75 per	Specify Amps	Volts	Watts
Tables @ \$20 per	Chairs @ \$10 per		
Ice @ \$15 per 40 lb. bag	90 Gallon garbage can @ \$10 per		

Requires advanced reservations. Not available for rent on the day of the event.

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 5/19/12*. 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 3) →	\$
<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 1,2 and 3 and enter the total here: (Total Fees Enclosed) →	\$
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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"/>	Sonoma County Health Department Special Event Food Service Permit
<input type="checkbox"/>	Copy of the Santa Rosa Fire Department propane approval receipt

GENERAL EVENT RULES

1. Festival hours of operation: All Festival activities must be **set-up, open and operating by 11 a.m. and must continue operation until 4 p.m.** Vendors leaving early may not be invited back. All set up and support vehicles must be off the Festival site by **10:00 a.m.** After 10:00 a.m. only official event vehicles will be allowed on the park premises. Due to safety and logistical considerations, any vendors arriving after **10:00 a.m.** *may not* be permitted to bring vehicles into the festival area.
2. 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.
 - b). If selling at the Festival – Festival hours listed in #1 above apply.
 - c). If selling on the Parade route and at the Festival you must be in operation from 9:30 am to 4 p.m. Carts not participating in the Festival must be off of the street no later than by 1:00 p.m. ***You must determine which option in advance and pay accordingly.***
3. The Luther Burbank Rose Parade & Festival (LBRP&F) reserves the right to limit the number of vendors who sell similar items.
4. Food **must** meet the Sonoma County Health Department Special Event Health Permit Requirements.
5. 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.
6. 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.
7. All vendors are responsible for providing all equipment and personnel.
8. 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.
9. No glass may be used.
10. Booth area must be cleaned and returned to pre-event condition by 5 p.m. on Festival Day.
11. All activities must be within the space designated.
12. Each activity must display the event permit issued by the LBRP&F.
13. All vendors are expected to cooperate with parade/festival marshals and/or Public Safety officials.
14. 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.
15. **No** Styrofoam.

FOOD VENDOR & SOUVENIR/FOOD CART RULES

All food/cart vendors are responsible for providing:

- 16. 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.
- 17. Any equipment needed including, but not limited to tables, chairs, cooking and heating supplies, as well as an apparatus for keeping food a minimum of 2 (two) feet off the ground.
- 18. Approved fire extinguisher.
- 19. Proper disposal of in-booth trash, including 50 gallon trash receptacle for food preparation/booth supply refuse. (May be dumped into nearby dumpsters at the close of the Festival).
- 20. 50 gallon metal garbage can for disposal of hot coals (for barbecue operations).
- 21. Electrical power, if needed
- 22. Fire Department approval for propane cooking equipment.
- 23. 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 Festival 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 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 1, 2012*****

Mail to:

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

or drop off at: Wells Fargo Center for the Arts (box office), 50 Mark West Springs Road, Santa Rosa