

# American River Music Festival 2015 Vendor Application

**General:** The 2015 American River Music Festival ("Festival") takes place September 18-21, but vendor activities are Saturday and Sunday September 19<sup>th</sup>/20<sup>th</sup> at Henningsen-Lotus Park, 950 Lotus Rd, Lotus CA. This is the Main Stage music. There will be a designated section ("Area") within the park for vendors ("Vendors") to sell/display their products during the Festival.

**Participation:** Vendor can rent a location ("Space") to exhibit and sell/display their product within the Area (Areas are assigned) by completing and submitting Page 2 of this form via US mail, email or fax by September 1st, 2014. Vendor will receive confirmation of their accepted application. Vendors are typically accepted on a First Come First Serve basis until all spaces are full, but priority is given to returning Vendors. The location of the Vendor's Space will be at the sole discretion of the Festival.

**Hours of Operation:** The Festival will operate from 10:00 A.M.-6:30 P.M. All Vendors are required to be ready to conduct business by 10:00AM and continue until the event ends.

**Acceptable Payment for Products Sold:** Vendor is responsible for their accepted method of payment, i.e. credit card, checks, cash. Vendor retains all proceeds from merchandise sold by Vendor.

**Vendor Participation Fee and Equipment Set-up:** Fee to participate as a retail vendor is **\$250**. Fee to participate as a food vendor is **\$350**. Vendors are required to provide their entire display including tables and chairs. Space size is 10' x 10'. Tents/Pop-ups should be staked into the ground due to possible weather conditions, but care should be taken where stakes are placed due to irrigation system.

**Additionally Insured:** American River Music, Inc. requires all Food Vendors to name American River Music, Inc. as additionally insured under Vendor's general liability insurance policy. The certificate stating such must be in American River Music, Inc.'s possession by September 1st, 2014. Please call with questions. All Vendors are required to provide form **BOE-410-D** temporary sellers permit form with their application. Locate this form at <http://www.boe.ca.gov/pdf/boe410d.pdf>

**Banners & Signage:** Signs and/or banners pertaining to Vendor's items must be attached to your booth and cannot be projected beyond its height.

**Setup/Teardown:** Vendor's sites will be assigned and we strongly recommend you set-up Friday, September 18<sup>th</sup> in the afternoon. Set-up is 2:00-6:00 P.M. Set-up on Saturday the 19<sup>th</sup> begins @ 8:00 A.M., and must be finished, with your vehicle removed from the main stage grounds, no later than 9:30AM. Access to the park is on the North (upstream) end of the park, and vehicles will be allowed into the setup area. Vendor access and parking signs will be visible. Our Vendor Coordinators will check you in, give you your assigned site and access wristbands. A maximum of 4 folks per vendor will be given access bands, and your helpers **MUST** be on our designated list prior to arrival. No substitutions will be allowed.

**Teardown:** begins after 6:30 P.M. on the 20<sup>th</sup>. Vendors must leave their displays up on Saturday, but may remove their wares overnight. We provide overnight security. Vendor is responsible for removing all trash and debris from their Space each day and during teardown. Under no circumstances will any teardown be allowed while musicians are performing on stage.

An email will go out to all vendors with detailed instructions as the festival approaches.

**Parking:** Vendor parking is the Baseball field's parking lot. Directions once accepted.

**Electrical Power:** There will be no electrical power available.

**Camping/Lodging:** Complimentary camping for Vendors is available at American River Resort, [www.americanriverresort.com](http://www.americanriverresort.com). RV sites are available for an additional fee first come first served paid directly to ARR. ARR's RV sites sell out every year. No vendor camping at Camp Lotus or Earthtrek without festival approval. For additional lodging go to [www.coloma.com](http://www.coloma.com).

**Disclaimer and Indemnity:** The Festival will be held rain or shine to the best abilities of the Presenter. Presenter makes no representation as to the number of potential Festival attendees and assumes no liability for any financial loss due to Vendor's operation at Festival. Vendor assumes all responsibility for loss, personal injury and/or liability for any damage to its property or merchandise. Vendor expressly agrees to indemnify, protect and hold harmless the Presenter, its officers, directors, principals, executive committee members, volunteers and Festival Sponsors from any liability whatsoever in connection with this event.

**This section completed and returned by Vendor:**

Business/Organization Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ CellPhone \_\_\_\_\_

Email \_\_\_\_\_

WebSite: \_\_\_\_\_

Please provide or attach a brief description of your display:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I agree to the conditions of the Festival and the terms and conditions set forth in this document. I understand that the Presenter herein has the sole authority to determine if the items described above qualify as "to be sold". I further understand that the Presenter is not responsible for applications that are lost or not received.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Please return this document with payment and Certificate of insurance. If you do not have insurance call our office for information. Make checks to American River Music, Inc. for retail vending and to Sierra Rizing for food vending. Payment and certificate naming AMR as additionally insured must be received by Sept 1st, 2015.

American River Music, Inc.  
PO Box 830  
Lotus, CA 95651

For questions about retail vending, contact  
Matt Semonsen at 530 622-6044, [matt@americanrivermusic.org](mailto:matt@americanrivermusic.org)

For questions about food vending, contact  
Teal Triolo at 530 642-1308, [sierrarizing@yahoo.com](mailto:sierrarizing@yahoo.com)

Office Use: Date Received: \_\_\_\_\_ Fee pd: \_\_\_\_\_

