

# An Invitation to Participate

# 2012

## APPLICATION & INFORMATION FOR CALIFORNIA'S PREMIER FESTIVALS



List of our confirmed 2012 events  
for exhibitors as of 12/9/11

Check boxes AND fill out each show panel

- St Patrick's Day Parade & Festival- pg. 5
- Union Street Easter Parade & Festival-pg.5
- Petaluma Butter & Egg Days- pg.6
- Union Street Festival- pg.6
- North Beach Festival- pg.7
- Fillmore Jazz Festival- pg.7
- San Rafael Food & Wine Festival- pg.8
- Polk Street Blues Festival- pg. 8
- Fiesta on the Hill- pg. 9
- San Rafael Parade of Lights- pg. 9

### Application will not be complete without the following:

- This panel filled out, signed & dated.
- The individual panel filled out for each Festival you are applying to.
- Your separate space fee for each event (in full, we do not accept partial payment).
- Corner fees in a separate check, which will only be deposited if you are placed in a corner (20-30 days before the show).
- 3 photos or slides of the work you are representing and one of your display.  
If you already have photos on file with us, no need to send new photos, if you do not have photos, please include website or detailed description.

STEVEN RESTIVO  
EVENT SERVICES, LLC

# 2012 Main Application

Please fill out this panel and the panel for each show you are interested in.

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Web Site \_\_\_\_\_

Email \_\_\_\_\_

Check box if change of address or contact information

Check box if you would like to receive status letter & participant packet via email

California resale # \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp Date \_\_\_\_\_ (please note there is an additional \$25 cc processing fee)

Describe your work \_\_\_\_\_

### Terms of Exhibition

I have read and agree to all the specified terms and conditions set forth in these applications. I further release, indemnify and hold harmless, Steven Restivo Event Services, LLC, (SRES) its clients and affiliated organizations or entities, directors, officers, agents or employees, or any of the above from any and all liabilities, demands, claims, damages or costs to property or persons as a result of my participation in any of these 2012 events. I further release and indemnify SRES and all of its duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by exhibitors, guests or any other participants before, during or after each event as a result of the display of my work, equipment or materials. I understand that SRES reserves the right to remove anything that does not meet the standards set forth in this application. I understand that there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree to accept all decisions of SRES and agree to allow them use of the enclosed slides and photos and other promotional materials including photographs and videotape taken at each event for the purposes of promoting the events this year and in future years. By signing it also authorizes your credit card to be charged even if no card is present.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Mail, Email or Fax to:

Please make a copy of all documents for your records

STEVEN RESTIVO  
EVENT SERVICES, LLC

P.O. Box 151017 San Rafael, CA 94915

www.SRESproductions.com ~ Steven@SRESproductions.com

Ph: 800.310.6563 ~ Fax: 415-456-6436

# Frequently Asked Questions

# General Information Policies & Procedures

FAQ'S:	ANSWERS:
Who should be using this applicaiton?	Exhibitors who are Artists, Crafters, Non-Profits, pre-packaged Gourmet Products, and Eco-Friendly Small Businesses with 5 Employees or less.
What are the steps if I want a space at the events?	1) Fill out the main panel and each show panel you are interested in and mail with payment. 2) Wait to hear from us on the status of acceptance via email or mail within 1-5 business days of us receiving your applicaiton with payment in full. 3) If accepted, you will recieve a participant packet 20-30 days before the event with all relevant set up information.
What do we do if we don't have photos?	Either include a website of your work or give a detailed description of your work and what you will be selling.
When is your deadline?	We do not have any deadlines; we accept vendors until the show is full. We do not accept credit cards or checks the week before the show, money orders or cash only.
When do you deposit the fees?	We deposit the fees upon acceptance.
Can I pay a deposit or partial payment?	No, we do not accept deposits or partial payments.
When do we find out our space location?	We send out the participant packet with all relevant set up information, including your space location, 20-30 days prior to the event.
Can I drop off the application to your office?	No. Please mail, fax or email.
Can I fax the application?	Yes, the fax number is on the application.
What are free postcards?	We print 4x6 promotional postcards for almost every event. We give them to the exhibitors so you can mail them to your mailing lists.
How much does it cost to do a show?	Each show has a different cost, please review each show panel.
What do exhibitors get for the fee?	We provide you with the space only. We do not provide anything else.
Can I get a double booth?	Yes, it costs double what a single space is.
Do you accept credit cards?	Yes. There is a place on the main application to put your credit card information.
Do you allow booth sharing?	No.
Do you have a jury or application fee?	No.
What time can I set up?	You will receive your participant packet 20-30 days before the event, which will tell you all relevant set up information.
What do I do if I need to cancel?	Please review our refund policy.
What if it rains?	All of our events are rain or shine. There are no refunds if it rains.

## How to Apply

If you are applying for any one or all of the Festivals, we need the **2012 Main Application Panel filled out and the separate individual Festival panel filled out for each event you are applying to.**

Return all completed panels, your spaces fees, three slides or photos of your work, plus one slide or photo of your booth set up. We only need one set of slides/photos if applying to multiple shows. Please include a separate check/payment for each event you are applying to. If you are requesting a corner space, you will need to include a separate check for each corner. Corner fees will only be deposited if you are placed in a corner and will be deposited 20 to 30 days before the event. Requesting a corner space does not gaurantee you a corner.

If you would like your slides or photos returned, please include a self addressed stamped envelope with enough postage for the return. **Please note:** your images will be kept on file until after the Festival and they will be at the Festival for on-site verification if needed. **If you have displayed with us in the past and we have your images on file, there is no need to send us a new set of images.**

## Application Deadline & Notification

**There are no application deadlines for our events.** We will continue to process applications until each Festival is full. But we do not accept checks or credit card payments the week prior to a show; money orders or cash only.

A status letter will be mailed or emailed to you within one week of receiving your completed application. One of the criteria we use when we allocate the events is the date on which we receive your application, so it is best to apply for the events as soon as possible. The status letter will state one of the following "Accepted", "Waitlist", or "Decline."

If accepted, we will deposit your space fees once we have mailed/emailed your status letter. We will not deposit any corner fees until we allocate the event. If you are declined for the event, we will send you back your fees with the status letter. If you are waitlisted, please see that section of this applicaiton for details.

Approximately 20-30 days prior to the event we will mail/email you a complete participant packet which includes a site plan overview, your space number, individual block map, general instructions for your participation, your vehicle ID tag and your free promotional postcards (if applicable.)

# General Information

## Policies & Procedures

### Who can apply using this application?

This application is specifically for **Exhibitors who are Artists, Crafters, pre-packaged Gourmet Products vendors or Eco-Friendly businesses with Five employees or less and Non-Profit Groups only.** *If you are a Food Vendor or a business with six employees or more, please give us a call and/or visit our website to download the Food Vendor Application or the Sponsorship Information Packet. We do not allow booth sharing at any of our Festivals.*

### Payment Policy

Payment can be made by credit card, money order, cashiers check, or regular check. All checks are payable to **Steven Restivo Event Services**, unless otherwise specified on the individual event panel. If paying with a credit card there is a \$25 processing fee each time we upload the card. If you are accepted to multiple shows at the same time, we only need to upload your card once.

We need a separate check/payment for each event for which you are applying to. If you are requesting a corner space, please send us a separate check for the corner, as we do not deposit those fees until we allocate the event. A \$35 fee will be charged for all bounced/returned checks. All space fees will be processed upon acceptance to each Festival.

### Waitlist Policy

If you have been "Waitlisted" for a particular event, we will not deposit your space fees or corner fees until you are accepted. If you wish to be taken off the "Waitlist" for any reason we must receive your request in writing, via email, fax or regular mail. We will continue to review your application every few weeks after your initial status letter has been emailed/mailed to you.

We produce a variety of events and some have a strict policy about the type of exhibitors accepted into the show. If applying for multiple shows, it is possible that you may be accepted into one event and waitlisted or declined for another.

### Location & Corner requests

We will do our best to honor your location & corner requests, but they are not guaranteed. There are a lot of decisions that go into where exhibitors are placed. If you are not satisfied with your location, please let us know via email prior to the event. Please note that once placed, it is very difficult for us to move you.

### Refund Policy

Accepted exhibitors at each Festival may withdraw from the event 60 days or more prior to the first day of the event and receive a 50% refund on their space fee. If the withdraw is made 59 days or less from the first day of the event, no refunds are available as all funds are committed to the production, promotion, marketing and advertising of the Festival. All refund requests must be made in writing and received by our office via fax, email or regular mail. Please site the reason for the withdraw.

### Insurance

Insurance, if desired by Exhibitor, must be obtained by him or her at their own expense. Steven Restivo Event Services, LLC (SRES), our clients and the cities and counties where we produce the events, assume no risk; and by the participation in the event and by signing this application, the Exhibitor expressly releases SRES, our clients and the city and county 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 Exhibitor. We do not require insurance, but we strongly encourage all event participants to carry insurance.

### Sales Tax/Resale Number

All exhibitors are responsible for collecting and paying their California Sales Tax on all sales made during each Festival and need to provide SRES with a valid California Resale License number. Even if you are coming to the event from another state, you are required to get a temporary license. If you do not have a resale number, please contact the California State Board of Equalization at 1-800-400-7115 or visit their website at [www.boe.ca.gov](http://www.boe.ca.gov). You may also find each City's Sales Tax rates on their website.

### Pre-Packaged Gourmet Food Products

If you are an exhibitor who sells pre-packaged gourmet and/or organic food products, you will need a health permit for each SF event you participate in. If you are accepted into an event, we will email/mail you the health permit application and an invoice for the health permit fee (\$100) with your acceptance letter. You will then send us the completed application and your permit fee payable to SRES. *Do not send your application and fee to the health department, they need to be returned directly back to SRES.*

### What we provide you on-site

We provide you with your space only at each Festival. **We do not provide tents, tables, chairs, umbrellas, electricity, or signage.** We also try to provide you with information about parking locations in your set up information.

# General Information Policies & Procedures

## Apply Early and Reserve your desired Location!

The sooner you are accepted into the event the better chance you have of receiving your requested spot at each Festival. One of the criteria we use when allocating the space for each event is the date on which we receive the application. The location request is **not a guarantee**, but we do our best to accommodate those who apply early.

## Selection process

SRES staff reviews every image from each applicant and evaluates the quality and originality of the work presented. We limit the amount of accepted applicants in each category in an effort to create a well balanced show. We request that the creator of the work be present at each Festival.

## How do we choose our schedule each year?

On average we are approached every few weeks by a potential new client that would like our services in one form or another. We are very selective in this process and base our decisions on a number of criteria. In most cases we have long term contracts with our clients, which makes it much easier for us to plan and market the events multiple years in the future.

In some instances, we need to remove an event from our schedule as it no longer makes financial sense for us to produce it, and/or it was just not a good fit for our business model. Please check our website every few weeks for updates on any new business.

## Contacting our Office

The best way to contact us is via email. We are usually able to respond to email right away. Another option is to call our office anytime at 415-456-6455 or fax us at 415-456-6436. We also have our 800-310-6563 number which is strictly a message line that we check at least twice a day. As soon as we check that line we do our best to make call backs as needed. We feel that communication with all our Festival participants is critical to having a successful event. Contact us any time.

## SRES Website

The website is a valuable tool for helping us get information out to all participants and attendees. We are constantly updating the sites and we own a number of web addresses/URL's such as [www.SRESproductions.com](http://www.SRESproductions.com), [www.UnionStreetFestival.com](http://www.UnionStreetFestival.com), [www.FillmoreJazz Festival.com](http://www.FillmoreJazz Festival.com), to name a few. By doing this we are able to get much more traffic/hits to the sites which brings more people out to the events. Please check the sites frequently, as there is always new information posted.

## Promotional Release

All participants agree to allow Steven Restivo Event Services, LLC, (SRES) the use of your enclosed photos, slides and any other promotional materials, including photos and video taken at each Festival, for the purpose of promoting and marketing the Festivals this year and in any future year.

## Festival Management

All the events are produced Steven Restivo Event Services, LLC, (SRES) and presented by each of our clients. SRES is a long time provider of event production services to non-profit groups, chambers of commerce, merchant associations, various city agencies, corporations and other event industry professionals.

The company's founder, Steven Restivo, has been in the event world for 29 years and has contributed to the production of hundreds of public events and corporate functions. The types of events include street festivals, corporate parties, fund-raisers, running events, biking events, parades, college campus promotions, music Festivals and much more.

SRES offers a number of services to fit the particular needs of each client, such as:

- Turn key Event Production
- Creation and Maintenance of Event Budgets
- Site/Venue Selection
- Provide and Manage Event Staff
- Design and Creation of all Event Collateral Materials
- Development of Marketing, Promotion and Advertising programs
- Event Site Plan Creation using CAD software
- Creation and Maintenance of Event Databases
- Coordinate and Communicate with all Event Participants
- Interface with all State, County and City Agencies
- Permit Procurement
- Outreach to all residents groups associated with the Event
- Sponsorship and Fund-raising Development and much more!

Our main objective is to produce high quality events and provide all our participants and clients with the best possible service. Please contact us any time and give us your feedback or comments about our performance. The more we know from you, the better job we can do for you.



Ph: 800-310-6563 ~ Fax: 415-456-6436  
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[www.SRESproductions.com](http://www.SRESproductions.com)  
[Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



# San Francisco's St. Patrick's Day Parade & Festival March 17, 2012



# San Francisco's Union Street Easter Parade & Spring Celebration April 8, 2012

Location: Civic Center Plaza and on Grove Street  
Hours: 10 am to 5 pm  
Parade at 11:30 am ~ Expected Attendance: 50,000



The 161st Annual St. Patrick's Day Parade in San Francisco is a well established event with historic ties to the city. The parade itself is a huge draw for attendees from all different demographics and ethnicity.

The addition of the Festival after the parade provides a great opportunity for attendees to learn more about Irish history and culture while having fun experiencing the event. A full day of activity is planned for the St. Patrick's Day Festival at Civic Center Plaza and on Grove Street, Polk to Larkin Street.

The colorful festivities surrounding the parade will showcase Irish Culture through live performance and entertainment, arts and crafts exhibitors, food and beverage concessions, children's rides and inflatables, cultural displays, a petting zoo and pony ride and a number of non-profits booths representing the Irish community.

The Festival will take place, before, during and after the Parade on Saturday. The Parade begins at 11:30 a.m. on Saturday at the corner of Second and Market, where more than 5,000 participants from all over the states, will reel about with laughter and revelry all the way to City Hall. Join us for this great San Francisco event, which is the largest St. Patrick's day event west of the Mississippi.



Artist/Gourmet Products Fee:	\$300
Non-Profit Fee (need to submit non-profit status paperwork):	\$175
Small Green Commercial Business (5 employees or less):	\$450
Corner Space Fee (must be separate check):	\$75

Large Commercial Businesses (6 employees or more) & Food Vendors  
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_ # of Corners \_\_\_\_\_

Location Request \_\_\_\_\_

# of Free Postcards \_\_\_\_\_ Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.

Location: Union Street, Gough to Fillmore Streets  
Hours: 10 am to 5 pm, Parade at 2 pm  
Expected Attendance: 30,000



The 21st annual event celebrates and showcases the diverse community of San Francisco and features some of Union Street's best restaurants serving attendees in an outdoor bistro setting.

A variety of children's and family activities are the focus of the event and include; large inflatable bounces, kid's rides and games, a climbing wall, a hands-on children's activities area, costumed characters, a petting zoo, a pony ride and entertainment from some of the Bay Area's best musicians.

For the past 20 years the event has been known as the Biggest Little Parade in San Francisco. Over the years the parade has grown and in 2011 there were 50 units entered, all of which reflected the unique community of the Bay Area.

The event is not your average Street Fair or formal Parade. It can best be described as wonderful, wacky, elegant and fabulous, with everything from roller-blading cows and creative self-propelled mini-floats to garden areas, sophisticated fashions and beautiful classic and art cars. It's a special event for the entire family.



Artist/Gourmet Products Fee:	\$275
Small Green Commercial Business (5 employees or less):	\$400
Non-Profit Fee (need to submit non-profit status paperwork):	\$150

Large Commercial Businesses/Sponsor (6 employees or more) & Food Vendors  
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_

Location Request \_\_\_\_\_

# of Free Postcards \_\_\_\_\_ Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.



# Petaluma's Butter & Egg Days Parade & Celebration

## April 28, 2012

**Location:** Historic Downtown Petaluma  
**Hours:** 10 am to 5 pm, Parade at Noon  
**Expected Attendance:** 25,000



Petaluma's Butter & Eggs Parade and Celebration is in its 31st year, and has become a tradition in Downtown Petaluma, celebrating the region's rich agricultural history as one of the premier dairy regions in the country

Together with The Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900's. The event typically draws over 25,000 attendees.

The community parade showcases the best of Petaluma and Petaluma's history. The 100-unit parade features over 3,000 participants, more than a hundred volunteers and supports every aspect of community life.

Activities before, during and after the parade include four blocks of exhibit space for arts and crafts exhibitors, food vendors offering a wide variety of festival foods, sponsor booths, community and non-profit booths and a large area to entertain youngsters with inflatables, rides, and hands-on activities. Don't miss this great opportunity to participate in one of the North Bay's largest events.



Artist/Gourmet Products Fee:	\$250
Small Green Commercial Business (5 employees or less):	\$350
Non-Profit Fee (need to submit non-profit status paperwork):	\$150
Corner Space Fee (must be separate check):	\$75

Large Commercial Businesses/Sponsor (6 employees or more) & Food Vendors  
 See Information and Application on Website

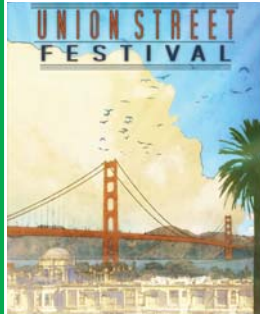
All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_ # of Corners \_\_\_\_\_

Location Request \_\_\_\_\_

Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.



# San Francisco's Union Street Festival

## June 2 & 3, 2012

**Location:** Union Street, Gough to Steiner Streets  
**Hours:** 10 am to 6 pm  
**Expected Attendance:** 100,000

### Alcohol Free Festival



In its 36th year, The Union Street Festival is one of San Francisco's largest free annual events. In 2011 the event went Alcohol free and we removed the beverage gardens. The event still has an eco-zone that is 2 blocks of the six block Festival for green exhibitors, businesses and educational displays.

This year the east entrance of the Festival, (beginning at Gough) will again feature arts and crafts created with recycled and sustainable materials and eco-friendly exhibits. Additionally, the Festival showcases 150 arts & crafts booths, 25 gourmet food booths, two stages of live entertainment and bistro style cafes. San Francisco is a forward thinking city and the Union Street Festival with its eco-urban theme helps promote the value of Green thinking in all aspects of our day to day lives.

The Festival is held on San Francisco's fashionable Union Street where historic Victorians have been transformed into popular boutiques, art galleries and restaurants. Over 100 staff members are on-site to assist exhibitors and the public. Parking is available three blocks from the event site.



Artist/Gourmet Products Fee:	\$650
Small Green Commercial Business (5 employees or less):	\$1000
Non-Profit Fee (need to submit non-profit status paperwork):	\$500
Corner Space Fee (must be separate check):	\$150

Large Commercial Businesses/Sponsors (6 employees or more) & Food Vendors  
 See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_ # of Corners \_\_\_\_\_

Location Request \_\_\_\_\_

# of Free Postcards \_\_\_\_\_ Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.



# San Francisco's North Beach Festival June 16 & 17, 2012

Location: North Beach District  
Hours: 10 am to 6 pm  
Expected Attendance: 100,000



In its 58th year, The North Beach Festival is considered one of the country's original outdoor Festivals.

The event is situated in the historic North Beach, known to locals and visitors alike as San Francisco's Little Italy and the home of the famed beat generation. The Festival site includes numerous quaint streets, like Grant Avenue.

The 2011 event featured over 125 arts and crafts booths, 20 gourmet food booths, two stages of live entertainment, Italian street painting, beverage gardens, and the blessing of the animals. In 2012, we are hoping to add a cooking demonstration stage and a children's activity area.

Due to Fire Lane requirements and general public safety, the exhibitor spaces at this event are limited to a single row on one side of each block. We ask that all exhibitors do their best to sell from both sides of their booths, so we do not block the view to the merchants storefronts as best we can. Don't miss out on this great opportunity to participate in this San Francisco tradition which is known nationally and internationally.



Artist/Gourmet Products Fee:	\$650
Small Green Commercial Business (5 employees or less):	\$1000
Non-Profit Fee (need to submit non-profit status paperwork):	\$500
Corner Space Fee (must be separate check):	\$150

Large Commercial Businesses/Sponsors (6 employees or more) & Food Vendors  
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_ # of Corners \_\_\_\_\_

Location Request \_\_\_\_\_

# of Free Postcards \_\_\_\_\_ Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.



# San Francisco's Fillmore Jazz Festival July 7 & 8, 2012

Location: Fillmore Street - Jackson to Eddy Streets  
Hours: 10 am to 6 pm  
Expected Attendance: 100,000



For the past 27 years, the Fillmore Jazz Festival has welcomed more than 100,000 enthusiastic guests every year who gather to celebrate a prosperous tradition of jazz, culture and cuisine, against the picturesque back drop of the city's famous Fillmore Street.

Blending art and soul in one of the country's most unique neighborhoods, the Fillmore Jazz Festival is one of the largest free Jazz Festivals on the West Coast. From sunup to sundown, visitors can groove to the sounds of live music from three stages, browse the offerings over 12 blocks of fine art and crafts and enjoy gourmet food and beverages.

The Festival is bounded on the east by the ethnic vitality of Japantown, on the south by the jazzy night life of the Western Addition, and on the north by Pacific Heights, with its grand mansions and views of the bay. Thrift shops and the trendiest boutiques range from cheap to chic. Upper Fillmore runs through the heart of some of the city's best residential architecture & Lower Fillmore is vibrant with the Jazz heritage where you can find Yoshi's and other Jazz clubs.



Due to the street width and the fire lane requirements at this event we offer an additional space size: 10ft wide x 8ft deep.

	Space Size	8 x 10	10 x 10
Artist/Gourmet Products Fee:		\$550	\$650
Small Green Commercial Business (5 employees or less):		\$900	\$1000
Non-Profit Fee (need to submit non-profit status paperwork):		\$400	\$500
Corner Space Fee (must be separate check):		\$150	

Large Commercial Businesses/Sponsors (6 employees or more) & Food Vendors  
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_ # of Corners \_\_\_\_\_

# 8 x 10 Spaces \_\_\_\_\_ (these spaces are 10ft wide & 8ft deep)

Location Request \_\_\_\_\_

# of Free Postcards \_\_\_\_\_ Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.



# San Rafael's Food & Wine Festival August 11, 2012

Location: Falkirk Cultural Center  
Hours: 1 pm to 5 pm  
Expected Attendance: 3,000



The 6th annual San Rafael Food & Wine Festival is located on the picturesque lawn of the historic Falkirk Manison. The Festival features wine tasting from regional wineries, beer tasting from local breweries and local restaurants will be serving up some of the best cuisine in Marin County.

In 2011 we maintained the entertainment area near the Mansion, which proved to be a crowd favorite. The Festival also showcases local Artists and musicians.

In the past we have partnerd with a number of local community agencies and businesses to help insure a large turnout in this historic setting. San Rafael, located halfway between San Francisco and California's famous wine county, is Marin's oldest city. The Falkirk Cultural Center is a 19th century country estate listed on the National Historic Register.

The Queen Anne Victorian, designed by Clinton Day, was built in 1888 by Ella Nichols Park, and purchased by Captain Robert Dollar in 1906. Falkirk is named after Dollar's birthplace in Scotland, and his descendants occupied the house until 1970. The estate was saved from demolition in 1974 and has since become a must see when in Marin County.



**Note to Gourmet Products exhibitors:** due to the sampling nature of this event, we suggest you do not sample your product.

Artist/Gourmet Products Fee:	\$225
Small Green Commercial Business (5 employees or less):	\$300
Non-Profit Fee (need to submit non-profit status paperwork) :	\$100

Large Commercial Businesses/Sponsors (6 employees or more) & Food Vendors  
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_

Location Request \_\_\_\_\_

# of Free Postcards \_\_\_\_\_ Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.



# San Francisco's Polk Street Blues Festival September 22 & 23, 2012

Location: Polk Street Jackson to California Streets  
Hours: 10 am to 6 pm  
Expected Attendance: 50,000



For many years, San Francisco has been known for it's love of blues music and as our company already produces one of the nation's largest free Jazz Festivals on Fillmore Street, it made complete sense to us and our client, the Polk District Merchants Association, to create a free Blues Festival on upper Polk Street.

If people are looking to escape the crowded downtown San Francisco chain stores and they are ready to enjoy a warm, friendly neighborhood atmosphere, Polk Street is the place. Polk Street runs from Ghirardelli Square at Beach Street at the North end, South to Market Street near City Hall and the Civic Center. Located on the West side of upscale Nob & Russian Hills, the area is in a San Francisco micro climate relatively immune to foul weather especially during late September.

The Festival will feature two main stages, a merchant market place, arts and crafts, gourmet food booths, a large family area, cafe seating areas and much more. Last year's event received a huge amount of press as it is now the only free Blues event in San Francisco.



Please join us and help us build this event into one of the best in the county. We believe in it and hope you will to.

Artist/Gourmet Products Fee:	\$450
Small Green Commercial Business (5 employees or less):	\$600
Non-Profit Fee (need to submit non-profit status paperwork) :	\$200
Corner Space Fee (must be separate check):	\$75

Large Commercial Businesses (6 employees or more) & Food Vendors  
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_ # of Corners \_\_\_\_\_

Location Request \_\_\_\_\_

# of Free Postcards \_\_\_\_\_ Total for event \$ \_\_\_\_\_

Space fees deposited upon acceptance.



# San Francisco's Fiesta on the Hill October 21, 2012

Location: Cortland Avenue - Bocana to Folsom Streets  
Hours: 10 am to 6 pm  
Expected Attendance: 15,000



Fiesta on the Hill is a community based, high-profile and energetic Festival with an attendance of over 15,000 friends and neighbors from San Francisco's Bernal Heights area, neighboring communities and the greater Bay Area. The event is in its 24th year and continues to grow.

The Festival benefits the Bernal Heights Neighborhood Center whose mission it is to preserve and enhance the ethnic, cultural, and economic diversity of the Bernal Heights District of San Francisco and surrounding neighborhoods.

The BHNC promotes community action to build a just and equitable community for people of all ages. They focus on the needs of people with low and moderate incomes. They work to accomplish their mission by developing affordable housing throughout San Francisco, providing linguistically and culturally responsive services to the community's more vulnerable adults, seniors, youth and families.

The Fiesta on the Hill is an alcohol free event that emphasizes the importance of the well being of children, youth and seniors to the vitality of the neighborhood. The event includes a petting zoo, pony rides, a pumpkin patch, non-profit booths, live music on two stages, great food and much more.



Space Fee if zip code is within 94110 or 94112	Regular Fee
Artist/Gourmet Products Fee: \$150	\$275
Merchant/ Small Business (5 employees or less): \$250	\$350
Non-Profit Fee (need to submit non-profit status paperwork): \$125	\$225
Corner Space Fee (must be separate check): \$35	

Large Commercial Businesses (6 employees or more) & Food Vendors  
See Information and Application on Website

## All Checks payable to: Bernal Heights Neighborhood Center

Total # 10ft x 10ft Spaces \_\_\_\_\_ # of Corners \_\_\_\_\_  
Location Request \_\_\_\_\_

Total amount enclosed for this event \$ \_\_\_\_\_

Space fees deposited by BHNC



# San Rafael's Parade of Lights & Winterwonderland November 23, 2012

Location: Fourth Street - B Street to Lootens Place  
Hours: 12 pm to 8:30 pm, Parade at 5:30 pm  
Expected Attendance: 5,000



Downtown San Rafael will once again host its annual holiday Parade & Winterwonderland. In its 33rd year, the event features a Holiday Marketplace with arts and crafts, live entertainment, children's activities, free snow sledding, and one of the largest Holiday Parades in the Bay Area.

In 2011 the event was attended by people from all over Marin County. It enjoys a very "local" feel and is known as a great destination for people of all ages. The event starts at noon with the free snow sledding and kids' activities, then is followed by the Holiday Marketplace at 3 pm and the Parade at 5:30 pm.

Following the Parade, Santa, Mrs. Claus and other costumed characters arrive with the Mayor of San Rafael to the center of town in the City Plaza to light the official Holiday Tree. Following the Tree Lighting Ceremony, Santa and friends are available for a meet and greet with the kids.

The entire event is free to the public and occurs the day after Thanksgiving, one of the biggest shopping days of the year. Don't miss this great opportunity to take advantage of the Holiday shopping season. Due to the time of year, we recommend that all exhibitors provide your own battery powered lights for your booth. We do not provide electricity.



Artist/Gourmet Products Fee:	\$200
Small Green Commercial Business (5 employees or less):	\$400
Non-Profit Fee (need to submit non-profit status paperwork):	\$75

Large Commercial Businesses (6 employees or more) & Food Vendors  
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces \_\_\_\_\_

Location Request \_\_\_\_\_

Total amount enclosed for this event \$ \_\_\_\_\_

Space fees deposited upon acceptance.