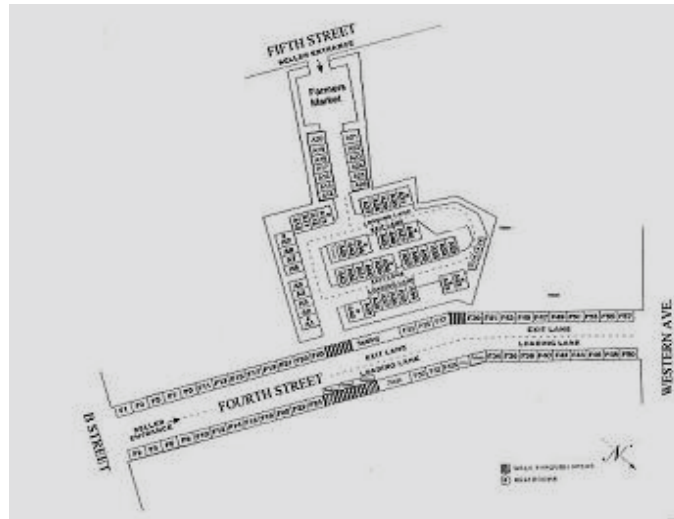


*Please detach and mail with your check to:*

**The Petaluma Downtown Association  
Art & Garden Festival  
6 Petaluma Blvd. N., Suite A-11  
Petaluma, CA 94952**

## DOWNTOWN PETALUMA



## LODGING INFORMATION

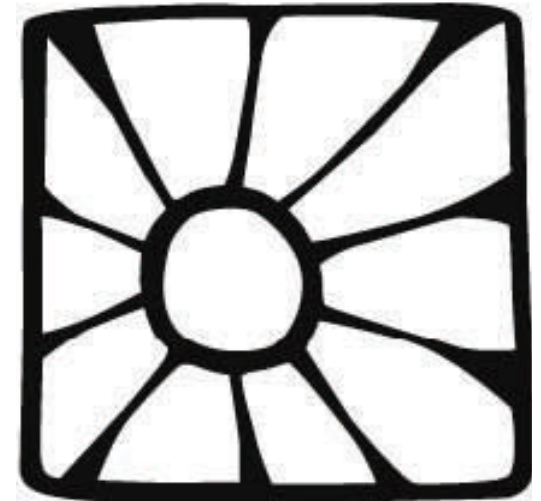
- Quality Inn** 707-664-1155  
5100 Montero Way  
www.lokhoteles.com  
*110 rooms includes executive deluxe rooms with spa tubs.*
- Metro Hotel & Café** 707-773-4900  
508 Petaluma Blvd. South  
www.metrolodging.com  
*Inexpensive lodging with French European style.*
- Sheraton Petaluma Hotel** 707-283-2888  
745 Baywood Drive  
www.sheratonpetaluma.com  
*On the waterfront in the beautiful marina.*
- KOA Petaluma** 707-763-1492  
20 Rainsville Rd.  
www.sanfranciscokoa.com
- Best Western Petaluma** 707-763-0994  
200 S. McDowell Blvd  
www.bestwestern.com

*For further information, please contact:  
**Petaluma Downtown Association**  
707-762-9348*

Or visit: [www.petalumadowntown.com](http://www.petalumadowntown.com)

*The Petaluma  
Downtown Association  
Proudly Presents*

**P E T A L U M A  
A R T &**



**G A R D E N  
F E S T I V A L**

**SUNDAY**  
**JULY 11th, 2010**  
*from 11 AM to 5 PM*

*Food & Beverage  
Application*

The Petaluma Downtown Association is pleased to sponsor the 9th Annual Art & Garden Festival. The Festival will be held Sunday, July 11th, 2010 from 11 am to 5 pm.

The Art & Garden Festival will be set up on Kentucky and Fourth Streets 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 18'.

**Booth size in the A Street parking lot:**  
*approximately* 10' by 20'.

Food & Drink vendors will be assigned spaces based on availability.

**Wineries & Breweries** are charged no fee, and will receive 50% of the proceeds from their tickets, unless they wish to donate their tickets. A table, tablecloth, umbrella, water pitcher and bucket will be provided.

**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, 120 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 a rental fee.

**Tickets** are worth \$1 to the customer, or \$.50 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.

**Resale Permit** - The State Board of Equalization requires and enforces that all companies, organizations and individuals making sales have a current and valid California resale permit. No one will be assigned a space at the Festival without providing a copy of their resale permit.

**Resale Permit Cont.** - The only exception is non-profit organizations that are not selling. If you don't have a seller's permit you can get one at: [www.boe.ca.gov](http://www.boe.ca.gov) or call **800-735-2922**.

**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](http://www.sonoma-county.org/health/eh/food_bth.htm)

**License Fees** for city, county or state are the responsibility of the Seller.

**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 5:00 PM. All vehicles must be cleared from the street by 10:30 AM. Free 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.

**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 only on Kentucky & Fourth Streets.

**Reservations** must be made by **May 14th, 2010**. Spaces will be sold on a "first come, first serve" basis. Unclaimed booths, if any, will be resold at 9:30 AM on July 11th. **Subleasing is not permitted.**

**Confirmation and Space Number Notifications** will be sent out no later than **June 11th, 2010**. Included will be set-up instructions, a detailed map and further information.

**Cancellations** must be received by **May 14th, 2010** 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. **Liability** of the Petaluma Downtown Association, its directors, employees, volunteers, the Downtown Petaluma Art & Garden Committee and Promoter, the City of Petaluma and the County of Sonoma shall be waived and released from any theft, injury or damage to merchandise, themselves or their helpers.

CUT HERE

# SELLER'S APPLICATION/CONTRACT

To reserve space for the July 11th Festival, please complete the form below and return it with a sketch or photo of your booth **BY May 14th, 2010**. Also include a **stamped, self addressed envelope** and **your check** made payable to:

The Petaluma Downtown Association.

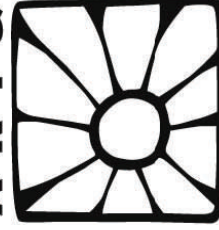
Name \_\_\_\_\_ Please **check** your category:  
 Business \_\_\_\_\_  Winery/Brewery (no fee)  
 Seller's Resale No. (required) \_\_\_\_\_  Donate all my tickets  
 Address \_\_\_\_\_  Restaurant (\$50) + 50 %  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ of tickets—120 for  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_ rentals  
 Description of menu/wines/beverages \_\_\_\_\_

Special needs:  electricity  water

I acknowledge I have received, read, approved and agree to all terms and conditions stated in the rules & regulations for the Art & Garden Festival. I certify that I hold a valid CA Resale License and enclosed a copy herein. Note: All persons sharing a booth must sign this contract and provide their resale number.

I am enclosing \$ \_\_\_\_\_ for \_\_\_\_\_ space(s)  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_

PETALUMA  
ART &



GARDEN  
FESTIVAL