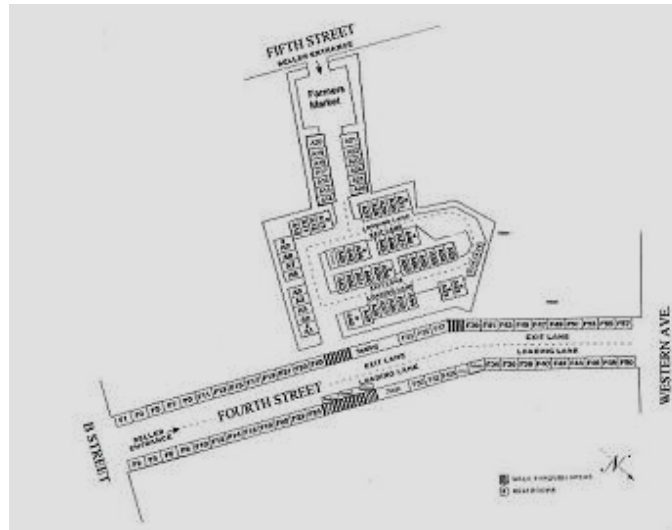


Please detach and mail with your check to:

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

DOWNTOWN PETALUMA



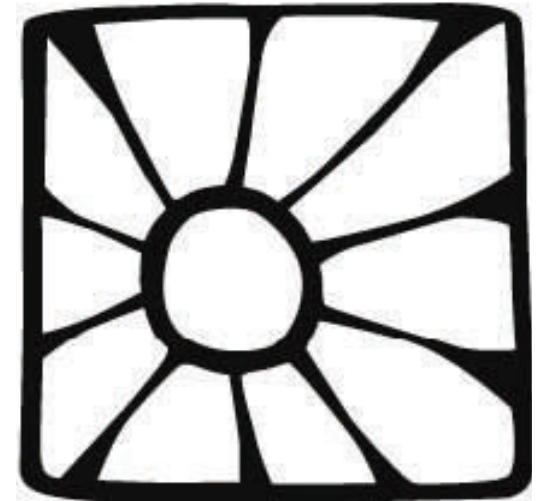
LODGING INFORMATION

- Quality Inn** 707-664-1155
5100 Montero Way
www.lokhotels.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*

*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***

***Artist, Merchant &
Farmers Market
Application***

The Petaluma Downtown Association is pleased to sponsor the 8th 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.

RULES & REGULATIONS

Booth size on Fourth & Kentucky Streets is approximately 12' by 18' at \$175 per space.

Booth size in the A Street parking lot is approximately 10' by 20' at \$115 per space for the standard lot and \$45 per space for Farmers Market. Non Profits are \$45 per space and are assigned as space permits.

Setup is from 7:00 AM to 9:30 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. **No merchandise or boxes may be placed on sidewalks or against buildings.** Please keep all merchandise in your assigned area only.

Electricity is available only on Kentucky & Fourth Streets. **Water** availability will be limited as well.

Tents & Umbrellas will be available for rent. One 10' by 10' canopy with weights is \$100, and one market umbrella with stand is \$50.

Tables & Chairs must be furnished by the Sellers. Placing merchandise on the ground in lieu of tables or display cabinets is unacceptable.

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. The only exception is non-profit organizations that are not selling. If you don't have a seller's permit get one at: www.boe.ca.gov or call **800-735-2922**.

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

Festival Flavor - All participants should have products compatible with the festival's flavor of a Petaluma and Wine Country event. We seek to provide unique, quality, local products. Some exceptions may be made for unique non-local products. Mass produced products may be considered for garden related vendors.

Juried Event - Artists' work will be juried for appropriateness to the Festival's local flavor. Jurying will be performed by the Petaluma Downtown Association and ratified by the Festival Chairperson. **Merchants** will not be juried, however they will still be reviewed for appropriateness to the Festival's flavor. **Jewelry** applicants must meet **one of 3 criteria:** **1)** Submit as art to be juried. **2)** Be a Downtown merchant selling jewelry from your store. **3)** Or submit photos & descriptions to the Festival Chair for individual review.

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.

Breakdown of booth space will not be permitted until 5:00 PM, nor will vehicles be readmitted to the sales area without a "loading pass". **No exceptions.** Please do not drive the wrong way on one-way streets. Please clean up your space and cooperate with the Festival supervisors who are directing traffic.

CUT HERE

SELLER'S APPLICATION/CONTRACT

To reserve space for the July 11th Festival, please complete the form below and return it with **3 photos** of your work and a sketch or photo of your booth **BY May 14th, 2010**. Also include a **stamped, self-addressed legal size envelope** and **your check** made payable to: **The Petaluma Downtown Association.**

Name _____
 Business _____
 Seller's Resale No. (required) _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail _____
 Description of merchandise to be sold _____

Please check your desired booth type

- Premium \$175
- Standard \$115
- Farmers Mkt \$45
- Non-Profit \$45

Please check if you would like a canopy

- Tent +\$100
- Umbrella +\$50

Special needs: electricity water

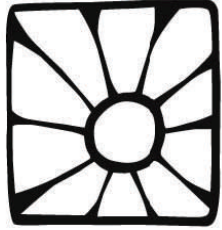
I acknowledge I have received, read, approved and agree to all terms and conditions stated in the rules & regulations for the Art & Garden Festival. I certify that I hold a valid CA Resale License and enclosed a copy herein. Note: All persons sharing a booth must sign this contract and provide their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

I am enclosing \$ _____ for _____ space(s)

Signature _____

Date _____

PETALUMA ART &



GARDEN FESTIVAL