



2012 santamonica  
**festival**  
**Saturday, May 19, 2012**  
**Vendor Application**

Dear Merchandise Vendor,

**The 2012 Santa Monica Festival** will take place on **Saturday, May 19th from 11:00 am to 6:00 pm at Clover Park**. The City of Santa Monica Cultural Affairs Division, Office of Sustainability and the Environment and Community Arts Resources (CARS), are pleased to invite you to submit an application to participate in this year's event. With an ever-expanding profile in Santa Monica and Los Angeles, we predict between 9,000 and 15,000 participants at this free, all-day event.

The Festival will continue the strides made last year in refreshing and renewing this enduring and beloved event. We are celebrating 21 years of the Santa Monica Festival and will continue to communicate the Festival's mission – *honoring the cultural richness of Santa Monica as well as the environmental resources that sustain it.*

For the first time the Festival is offering an **EARLY BIRD SPECIAL**. **If you get your application and check into our office by February 10<sup>th</sup> the discounted rate for a booth will be \$250.** After February 10<sup>th</sup> it goes up to \$300. Below you will find a Vendor Application Form and Condition Sheet. Please review both and **return the completed form and payment to CARS by March 1, 2012 (OR by February 10<sup>th</sup> for the Early Bird special rate.)**

We receive many applications to participate in the festival and space is extremely limited. Therefore, we carefully review each submission. Your acceptance into the festival is based on a series of **criteria** including:

- How your merchandise fits in with the vision of the Santa Monica Festival: Arts, Culture and the Environment
- The uniqueness and quality of your products
- Local, Handmade, and Eco Friendly items
- Our need to offer a diverse range of goods at the event
- How your items are represented in your submission materials (photos, website, etc.)
- If you are a return vendor, how your work has progressed and changed over the past years and if you will be offering new goods since you last participated
- Diversity and number of products/designs that you offer
- A price point between \$5 - \$40 for the majority of your products
- The timeliness of your submission

**Your application is due on March 1, 2012.**  
**Early Bird Special deadline is February 10, 2012.**  
**Applications WILL NOT be accepted if they are incomplete.**

**Please return to Annette Lanzarotta at CARS.**  
**Phone: 213/365-0605 Fax: 213/365-0702 Email: [Annette@carsla.net](mailto:Annette@carsla.net)**



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In addition to the criteria above, the overall success of your application will be decided by the information you provide - be sure to include price lists, photographs, references and anything else that will distinguish you from others. We are looking for original and unique vendors that are well presented and serve the festival-goers in a fun, friendly and informative manner.

*Submitting an application does not guarantee acceptance as a vendor in the festival. All material will be considered and you will be notified by March 8th on whether or not you have been accepted.*

We look forward to hearing from you soon. If you have any questions, please contact me at CARS at 213/365-0605 or via email at [Annette@carsla.net](mailto:Annette@carsla.net).

Sincerely,

Annette Lanzarotta  
Associate Producer  
Santa Monica Festival 2012

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**Phone: 213/365-0605 Fax: 213/365-0702 Email: [Annette@carsla.net](mailto:Annette@carsla.net)**  
**DEADLINE: March 1, 2012 EARLY BIRD DEADLINE: February 10, 2012**  
**Website: [www.smgov.net/festival](http://www.smgov.net/festival)**  
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## Information Page

*INSTRUCTIONS: PLEASE COMPLETE THE APPLICATION FORM  
READ ALL INFORMATION CAREFULLY AND COMPLETELY*

- Read and sign the Agreement below
- **Full payment MUST accompany your application (this includes the booth fee along with any additional chairs/tables and the refundable \$75 security deposit). Payment may be made by check or credit card.**
- Make checks payable to CARS (Community Arts Resources)
- **The application deadline is March 1, 2012. Early Bird Special deadline February 10, 2012.**
- Mail your completed application and checks to:

Annette Lanzarotta  
**Community Arts Resources (CARS)**  
3780 Wilshire Boulevard, Suite 1020  
Los Angeles, CA 90010  
Ph. 213/365-0605 Fax: 213/365-0702  
[Annette@carsla.net](mailto:Annette@carsla.net)

- To pay by **Credit Card** visit: [www.carsla.net/payment](http://www.carsla.net/payment)
  - In the Checkout Section under "Invoice #" please enter "SMF 2012"
  - In the Checkout Section under "Description" please enter your Organization's Name
  - There is a 5% additional charge to all Credit Card Payments (See Fees & Rentals)

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

Organization Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

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## **Merchandise Information**

**Items below must be completed in detail or application will be returned to you.**

- Please list all merchandise or information you will be distributing. Include prices, photos or sample materials.
- Please list any display equipment (screens, shelves, racks, etc.) you may be bringing.
- Attach additional pages if necessary.
- **Food sales and/or distribution not permitted.**

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**Signage (as it should appear the day of the festival) LIMIT 30 CHARACTERS**

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**Fees & Rentals**

√ INDICATE YOUR PREFERENCES BY CHECKING THE APPROPRIATE BOX(ES)  
 PLEASE NOTE: **All fees include a 10' x 10' canopy, one 8' table, 2 chairs and a 4' x 1' sign.**

<b>Check 1:</b>	
<b>Fee:</b>	<b>\$300.00</b>
<b>Paying by Credit Card (includes a 5% additional charge):</b>	<b>\$315.00</b>
<b>Early Bird Fee: If registered by February 10, 2012</b>	<b>\$250.00</b>
<b>Paying by Credit Card (includes a 5% additional charge):</b>	<b>\$262.50</b>
Includes a 10' x 10' booth (8' high), one 8' table, 2 chairs and 4' x 1' sign with your organization's name on it.	

√	<b>Check 2:</b>
	<b>Cleaning/Security Deposit</b> <span style="float: right;"><b>\$75.00</b></span>
	Refundable contingent upon the terms of the Rental Conditions

- **FULL PAYMENT MUST ACCOMPANY YOUR APPLICATION.**
- **PLEASE MAKE BOTH CHECKS PAYABLE TO CARS.**  
 Send to:  
 CARS  
 Attn: Annette Lanzarotta  
 3780 Wilshire Blvd., Suite 1020  
 Los Angeles, CA 90010
- **TO PAY BY CREDIT CARD VISIT: [www.carsla.net/payment](http://www.carsla.net/payment)**

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## TERMS & CONDITIONS

### MERCHANDISE VENDOR RESPONSIBILITIES

- You are responsible for bringing all equipment (display cases, racks, shelves, etc. indicated and approved on the application) beyond what is provided by the Festival.
- You must display the 4' x 1' sign the festival provides.
- Displays, decorations and items to be sold should not extend beyond the dimensions of the 10'x10' space.
- Vendors may sell only those items indicated and approved on application form.
- **All vendors must be set-up by 10:30 am.** Failure to appear one hour before the official start of the event may result in forfeiture of your booth space.
- **Load-in time is between 7:30 – 9:30 am.** You must load-in during this time and all vehicles must be parked in a designated lot by **9:45 am.**
- The Santa Monica Festival and its producers are not responsible for your booth space belongings and will not supervise your space in your absence. **Please bring ample assistance to run your booth space.**
- Vendors are required to bring their own dolly or cart if needed. **The Festival WILL NOT provide dollies or carts.**
- Be prepared for wind and large crowds by securing items within the booth space.
- This festival implements zero waste practices in order to reduce its impact on the environment and the community. In order to reach this goal, **you may not distribute single use plastic bags** and please make sure to recycle or compost any and all possible materials at the end of day in appropriate containers found throughout the festival grounds.

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## **TERMS & CONDITIONS CONTINUED**

### **CONDITIONS FOR RETURN OF REFUNDABLE CLEANING DEPOSIT**

- **Remain open until the close of the Festival (6:00 pm)**
- Vendors must clean table(s) and remove all waste to appropriate recycling receptacles. Recycled items such as large boxes must be torn down and taken to bins in parking lot.
- Leave table(s) and chairs in booth area.
- Remove all personal equipment, decorations, etc.
- Leave your sign – we will store it for you.
- **Check out with Vendor Supervisor before departing the Festival grounds in order to receive your deposit check.**

## **Hold Harmless and Cancellation Clause**

The Santa Monica Festival and its producers shall remain harmless against and from any and all claims arising from the vendor's use of the Festival premises or the conduct of the vendor's business or from any activity, work or things done. Notwithstanding anything else said or written, Santa Monica Festival 2012 may cancel the event or any portion of the event, or change the nature of the event or date and timing thereof, at any time for any reason, such as inclement weather conditions, financial constraints, civil commotion, acts of God. In the event of such cancellation, Santa Monica Festival 2012 will, at its sole discretion, refund a sum equal to or no more than 50% of the rental fee set forth; the booth fee is otherwise non-refundable. Any party to any agreement with Santa Monica Festival 2012 relating to the event hereby acknowledges and agrees that under no circumstances will the Santa Monica Festival 2012 and its producers be held responsible for any consequential or indirect damages that may result from a cancellation or modification of the event.

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**Vendor Agreement**

***All applicants must sign the agreement below.  
We will not accept any unsigned applications.***

The undersigned has read and agreed to the conditions of booth rental for the Santa Monica Festival 2012 and understands that the matters set forth do not constitute a binding contract until written notification has been issued by the Festival producer (CARS).

Signature of organization representative: \_\_\_\_\_

Name (PLEASE PRINT): \_\_\_\_\_

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

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