



GRAVENSTEIN APPLE FAIR



RAGLE RANCH PARK • AUGUST 12 & 13, 2017 • SONOMA COUNTY

Non-Profit Vendor - Booth Application

Business Name _____ CA Tax ID # _____

Contact Person _____ Phone _____

Mailing Address _____

City _____ State _____ Zip _____

Email _____ Website _____

Previous Apple Fair Vendor: Yes No If so, what years? _____

Mission Statement:

Activity or Product Description: All items for sale or distribution are subject to approval and must only be promotional in nature (t-shirts, books, bags, etc). Please attach samples of any printed material to be distributed at the event. If you are having a raffle, please list the raffle item(s) here and the cost per raffle. If you are offering a game/activity, please describe and list any associated fees. Attach 1 photo of booth. (Photos will not be returned).

Preferred Booth Setup Time on the hour on August 11, 2017 between 9am and 6pm:

1st choice _____ 2nd choice _____ 3rd Choice _____

Booth Dimensions & Fees: Booth size selection should reflect all the space you need for display, equipment, storage, and personal property.

Width X Depth _____ 10' x 10' _____ \$ 250 _____

Booth Height: _____ If any portion of your booth is taller than 8', it will be placed in an area free of tree canopies.

Attach a diagram that clearly illustrates your booth dimensions & preferred orientation relative to pathways (store frontage versus depth).

Vendor Admission Passes: Each vendor will be issued up to 5 free wristbands per booth, to be worn by vendor and staff all day both days. Additional (discounted) passes are available for \$6/ each, if purchased prior to July 1, 2017.

_____ # of Free Passes (5 max) _____ # of Additional Passes X \$6 each = \$ _____

Electricity required? No Yes , \$75 per 120 volt/20 amp circuit \$ _____

**If more electricity is required, please call the FT office to discuss. Additional charges may apply.*

Will you need water? No Yes

Will you need ice? No Yes , _____ # of 20lb bags at \$10/bag \$ _____

Make check payable to "Sonoma County Farm Trails" Total Enclosed: \$ _____

Special Requests: _____



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Non-Profit Vendor Agreement

Please read and initial each section and sign at end of document.

All applications are due by May 1, 2017. Notice of status will be emailed to you after the juried selection process is completed, no later than June 1, 2017. Booth set-up instructions and timing details will be mailed by July 15, 2017.

We require complete applications for vendors to be considered for the fair. Please use the attached checklist to ensure your submission is complete.

Jurying

- A limited number of booth spaces are available with preference given to Non-Profits whose mission supports Sonoma County agriculture.
- Jury selections will be based on, but not limited to, the relevance of the Non-Profit's mission to the Fair, the desirability of items/activities, customer feedback, and timeliness of application.
- Each application will be reviewed by the jurying committee, and acceptance is not guaranteed even if you've exhibited with us before.
- If you are not accepted for the Fair, your payment check will be destroyed.
- The Gravenstein Apple Fair(GAF)/Sonoma County Farm Trails(SCFT) does not promise exclusivity on any offering.

Advertising & Promotion

- We require Non-Profit vendors to help us with our publicity campaign by sending/posting at least two Apple Fair announcements to their mailing list and social media feeds. We will provide the content & graphics.

Booth Fees

- All Non-Profit vendors must pay a 10% "override" on their gross Fair sales (if applicable) to Sonoma County Farm Trails. Forms and instructions will be provided upon check-in. Vendors must pay Override fees prior to leaving the Fair on Sunday, August 13th, 2017. Override fees are due and payable beginning at 6pm on-site at the Fair Information Booth.
- Booth fees are as stated in the application. Vendors are responsible for providing all equipment, supplies, and products necessary for their booth (shade structures, tables, chairs).

Booth Locations

- Booth placement will be at the discretion of GAF/SCFT. Management reserves the right to alter booth locations and Fair layout from previous years.
- Vendors should be aware that the venue for the Fair is a county park with much of the area consisting of natural, unpaved, & uneven terrain.
- We require vendors to set up their booths on Friday, August 11th, 2017. Each vendor will be assigned a vendor set up time between 9am and 6pm. Please indicate your top three choices for your vendor set up time in the space indicated on the vendor application.

California State Resale Permit (if applicable)

- The State of California requires that we have a valid Sellers Permit number on file with the Fair for each vendor.

Electricity/Power

- No generators will be allowed.

- GAF/SCFT will provide electricity for an additional charge of \$75 per circuit. You must submit a request for electricity with your Vendor Application.

Insurance

- ALL vendors at the Gravenstein Apple Fair MUST provide a certificate of insurance for current liability insurance naming "Sonoma County Farm Trails" exactly as an "additional insured" and listing our address as PO Box 452, Sebastopol, CA 95473. No variation of the named insured on the certificate, such as the Gravenstein Apple Fair, Sebastopol Apple Fair, or any other variation of the name will be accepted.
- Vendors must provide their own liability insurance which must have minimum General Liability coverage of \$1,000,000 per occurrence and \$2,000,000 aggregate
- Please do not purchase insurance until you are accepted as a vendor to this year's Fair. Certificates of insurance are due not later than July 1, 2017.

Vendor Admission

- To gain entry to our Fair, each vendor will be issued up to 5 wristbands per booth (no exceptions), to be worn by vendor and staff all day both days; they are waterproof. Additional, discounted wristbands are available for \$6/ each, if purchased prior to July 1, 2017.

Parking

- On-site parking is limited. One (1) Vendor Parking Area parking pass will be issued to each Vendor.
- All vehicles must follow the prescribed routes through Ragle Park.
- Vehicles and/or trailers may not be parked under trees.
- Vendor parking will be in an open field with no shade, so please pack your car accordingly.
- No overnight parking/camping is allowed in Ragle Ranch Park prior to, during, or after the Fair.

Refunds

- Requests for refunds must be made in writing to the Fair Manager (Carmen Snyder). No refunds will be granted for cancellations less than 30 days prior to the Fair.
- GAF/SCFT will not refund for conditions considered "Acts of God" (power failure, excessive wind storm, earthquake, rain, fire, etc.).

Literature

- Non-Profits may pass out pre-approved, printed materials only at their booth. They may not solicit the crowd or hand out flyers, pamphlets, etc. while roving amongst attendees.

General

- Ice - GAF/SCFT will ensure availability of any ice you pre-order with your vendor application. Otherwise, a limited amount of ice will be available for sale on site at the Information Booth.
- Alcoholic beverages will be sold by Sonoma County Farm Trails ONLY.
- No one may sell Sonoma County Farm Trails or Gravenstein Apple Fair merchandise. The use of the Farm Trails or Gravenstein Apple Fair name or logo is strictly prohibited.
- Vendors agree to maintain the dignity and integrity of the Gravenstein Apple Fair as a "family oriented" event. The Fair reserves the sole right to ask any vendor, its employees, or volunteer workers to leave the Fair, if it is deemed that they are not acting in the best interest of the Fair.
- No products may be handed out FREE to the public during the Fair without prior approval & authorization of the Fair.
- The Gravenstein Apple Fair reserves the right to deny sale of items that have not been listed on the Vendor Application.
- Pets of any kind are not permitted anywhere at Ragle Ranch Park during the operation of the Gravenstein Apple Fair. Only licensed "Service Animals" are exempt and allowed within the Park.
- All booths are expected to be "open" during Fair hours: Saturday August 12th, 2017, 10am until 6pm, & Sunday August 13th, 2017, 10am until 6pm. Vendors may begin dismantling booths at 6pm, Sunday August 13th, 2017 and for safety reasons, may begin loading out not earlier than 7pm, Sunday, August 13th, 2017.
- Straw will be available for rent at \$5/bale on site.
- Smoking is not permitted on site.

Acknowledgement

I (we) have read and agree to the "Vendor Agreement" for the 2017 Gravenstein Apple Fair. I understand this application is for consideration only, and does not guarantee selection to participate in the Gravenstein Apple Fair.

Vendor Signature

Name of Business

Date

Non-Profit Vendor – Application Checklist

Application Package is due by May 1, 2017 and MUST include the following to be considered:

- Booth Application (completed)
- Vendor Agreement (initialed and signed)
- Booth Photo
- Sample Literature for Dissemination
- Check for Fees Made Payable to “Sonoma County Farm Trails”