

General Information

Now in its 17th year, the Cosumnes Community Services District's (CSD) GIANT Pumpkin Festival of Elk Grove welcomes an estimated 35,000 guests over two days. The Festival draws attendance from throughout the greater Sacramento region and additional visitors and pumpkin growers from throughout the state.

Date:

Saturday, October 1, 2011 &
Sunday, October 2, 2011

Festival Hours:

10 am to 5 pm

Location:

Elk Grove Regional Park
9950 Elk Grove-Florin Road
Elk Grove, CA 95624

Application Procedure

1. Please read this GUIDE in its entirety!
2. Complete and submit a GIANT Pumpkin Festival of Elk Grove Vendor Application.
3. Enclose Required Documents (See section REQUIRED DOCUMENTS)
4. Payment:
 - Enclose fees as specified on the Application under PARTICIPATION FEES
 - If paying by check, money order or cashiers check, make payable to "Cosumnes Community Services District."
5. Where to Submit Your Application:
**Cosumnes Community Services District
GIANT Pumpkin Festival
3020 Renwick Ave.
Elk Grove, CA 95758**

Application Deadline

July 29, 2011

Vendor Categories

The CSD GIANT Pumpkin Festival of Elk Grove extends participation to Vendors in a number of categories.

Commercial Booth

Vendors in this category are defined as a business that offers tangible products or services for purchase.

- Selection of these vendors will be juried by a Festival committee based upon Festival standards for quality.
- Photos of all items to be sold is required with application (photos will not be returned).

6015 Retailer/Qualified Itinerant Booth

Vendors in this category are recognized by the California State Board of Equalization as 6015 retailers or Qualified Itinerants and must supply documentation to verify this status.

- **If you are selling multiple product lines you are required to purchase booth space for each product line.**
- Selection of these vendors will be juried by a Festival committee based upon Festival standards for quality.
- Photos of all items to be sold is required with application (photos will not be returned).

Craft Booth

- Limited to hand-crafted original work items.
- IF YOU DID NOT MAKE IT YOURSELF, DO NOT BRING IT.
- Photos of all items to be sold is required with application (photos will not be returned).
- Craft vendor applications will be juried.
- Acceptance is based upon artistic standards and interpretation of photos.

Community Education

- Booth space is limited to non-profit organizations for the express purpose of distributing and disseminating information and educational material.
- Onsite sales and raffles are not permitted.
- Distribution of food or water is not permitted.

Children's Activity Booth

- The purpose of a Children's Activity Booth is fundraising for non-profit groups only.
- Dissemination of information and educational material is not allowed.
- All games are provided by the CSD unless the group requests to provide their own.
- It is the group's responsibility to provide enough prizes for the entire two-day event.
- The group can expect payment for 85% of the gross revenue, based on tickets collected.
- All games must be approved by the CSD and must be Pumpkin or Festival themed.
- Children's Activity Booth Vendors will be contacted after their application is received to select their game.
- Festival committee reserves the right to limit the number of booths operated by any one non-profit.
- Adult supervision is required for each booth. Contact names will be required at time of confirmation.

Food Booth

The festival accepts both Non-Profit and Commercial Food Vendors selling pre-packaged food (**THIS INCLUDES BEVERAGES**) or preparing food on site.

All vendors are required to sell a minimum of one food selection containing pumpkin or pumpkin seeds.

Fees

- Fees vary based on Category. Please refer to Vendor application for the fee schedule.
- Payment is due at time of application. If an applicant is not accepted into the event, payment will be refunded within 2-3 weeks after application deadline.

Electricity

- No personal generators are allowed!
- Vendors must pre-pay for electricity and are required to supply their own extension

cords (at least 25 feet) to reach the access points at the rear of each booth.

Insurance:

- All Vendors, EXCLUDING COMMUNITY EDUCATION VENDORS, are required to provide Certificate of Insurance Comprehensive General or Comprehensive Personal Liability coverage for a minimum of \$1,000,000 Per Occurrence, \$2,000,000 Aggregate naming the Cosumnes Community Services District and the County of Sacramento, additional insured.
- The vendor shall provide a certificate of insurance to the Cosumnes Community Services District evidencing such coverage with application or submit payment.
- The CERTIFICATE must name: Cosumnes Community Services District, 8820 Elk Grove Blvd. Elk Grove, CA 95624. The following statement must appear on the certificate: "Additional Insured Endorsement names the Cosumnes Community Services District and County of Sacramento, its directors, agents, or employees are included as additional insured."
- If you do not currently have an insurance policy, an event policy can be purchased through the Cosumnes Community Services District, for an additional fee of \$65.00.

Load-In & Set-Up Instructions

- Accepted Vendors will receive a confirmation packet the week of **August 15, 2011** with detailed load-in and set-up instruction. The following schedule will be provided to assist in planning for the event.
- Vendors and Sponsors must complete their set up at least thirty (30) minutes prior to the scheduled beginning time of the festival.

Friday, September 30th

- All Vendors are highly encouraged to set-up their booth on Friday from 2:00 PM – 7:00 PM.
- Staff will be available to assist in transporting supplies/merchandise to Vendor booths and may not be readily available on Saturday to offer this assistance.
- **No vehicles will be allowed on grass area to load or unload.**

Saturday, October 1st

- Vendors may arrive as early as 7:00 AM and must be set-up and ready for business by 9:30 AM.

Sunday, October 2nd

- Vendors may arrive as early as 7:00 AM and must be set-up and ready for business by 9:30 AM.
- Booth take down must not occur until after 5:30 PM Sunday, thirty (30) minutes after scheduled end of the Event.

Parking

- Vendors will be issued Parking Passes based on their category of participation.
- Additional parking passes can be purchased in advance for \$5 each at the Main Office or Laguna Town Hall.
- Please be sure to inform all of your workers that they will not be allowed access into the park without payment or a parking pass. **NO EXCEPTIONS WILL BE MADE.**

Definition of a Non-Profit

Any applicant applying to participate in the festival as a non-profit must provide evidence of their non-profit status. A non-profit is defined as one of the following:

- A corporation incorporated pursuant to the

Nonprofit Corporation Law that is exempt from taxation and can show proof with a 501 (c) form from the Internal Revenue Service.

- An organization that was organized and is in operation for charitable purposes and meets the requirements of Section 214 of the Revenue and Taxation Code.

Required Documents

All Vendors must submit required documentation in order to have a complete application on file. Please refer to your Application for a list of required documents.

Vendor Space Activity

- Space is assigned in 10'x10' increments and is situated on grass.
- Vendors are required to supply their own tents, tables, and chairs with the exception of Food Booths, Children's Activity Booth.
- Unless you have paid the additional Health Permit fee any distribution or sampling of food or drinks is strictly prohibited.
- Any Vendor requesting the sale of additional items after application is submitted and approved must make said request in writing.
- Booth locations are not guaranteed and are made at the discretion of festival management.
- Vendors must operate both days of the Festival during scheduled hours.
- Vendors must contain their operations within their allocated space. Walking the grounds to sell merchandise or hand out fliers is strictly prohibited.
- Activities of participating Vendors must not disrupt or interfere with the operation of the GIANT Pumpkin Festival of Elk Grove, Staff or festival participants. If a situation is deemed disruptive to the festival operation,

the Festival Director may remove Vendor at anytime during the event.

- District will provide general overnight Festival security on Friday and Saturday evenings. CSD is not responsible for lost, stolen, or damaged goods.

General Provisions

- **The CSD GIANT Pumpkin Festival of Elk Grove is a rain or shine event. There are no refunds due to inclement weather.**
- Unless you have been added to the Health Permit and have paid the additional fee any distribution or sampling of food or drinks is strictly prohibited.
- The CSD does not guarantee vendor sales.
- Vendors, their staff, employees, and agents will comply with all vendor policies and all fire codes, laws, ordinances, and regulations pertinent to health, fire prevention, and public safety. Failure to comply can result in expulsion from event without a refund.
- A limited number of Vendors in any category will be accepted into the festival. Decisions are based on, but not limited to: history, level of investment, payment, and date of paperwork received. The Festival reserves the right to admit duplicate businesses based on Festival needs and size. Exclusivity may be extended at the Festival's discretion.
- Vendor agrees to allow the CSD to take photos of your booth and product during the Event, for no additional compensation. Photos taken of your product/booth may be used in CSD promotions.
- Vendors and their Personnel shall not consume or use alcoholic beverages at any time during the event or prior to the completion of all performances under this application.

2011 APPLICATION & PARTICIPATION GUIDELINES FOR VENDORS

