



California Strawberry festival

**MAY 16 & 17
2020**

SPECIALTY PRE-PACKAGED FOODS APPLICATION KIT

The California Strawberry Festival celebrates the region's rich agricultural heritage while raising funds for numerous Southland organizations, scholarships and schools—including \$150,000 raised in 2019! This 37th annual event attracts over 55,000 visitors from all over Southern California. Event patrons find arts and crafts booths, specialty pre-packaged food booths, live entertainment, children's amusements, food, wine and beer making up the berry delicious celebration. The Festival spans 15 spacious acres of Strawberry Meadows at College Park. Publicity is widespread covering all of California as well as many national Publications.

DEADLINE: February 28, 2019. We will continue to accept applications received after this date for space or waiting list consideration.

LOCATION: Strawberry Meadows of College Park, 3250 South Rose Avenue, Oxnard.

ELIGIBILITY: This application is open to creators of handcrafted, small batch products made in the USA by the specialty food vendor selling their works. With pre-arranged permission a representative may sell at events. NO APPLICATIONS FROM DISTRIBUTORSHIPS WILL BE CONSIDERED. Depictions of printed words are carefully considered. We appreciate vendors' freedom of expression; as these are family events, we are held responsible to each hosting entity and community to present what they consider family-friendly images. No booth sharing will be considered outside of a married/significant-other partnership.

BOOThS: Spaces are 10' x 12' and 10' x 24'. Overnight security Friday night through Monday morning. No electricity. Ten to 15 spaces are available for specialty food items.

Artisan spaces are located on Strawberry Meadow's grass soccer fields—parking and Green Gate adjacent (the second-highest trafficked Festival entrance and proximate to stages and food court). Additionally, there are up to 20 spaces on the cobblestone area by the very busy Strawberryland for Kids available for youth-oriented offerings.

SPECIFICS FOR GRASS AREA: A) Only dollies or wagons may be used to load/unload on grass—no motorized vehicles. B) No stakes may be used—plan to bring heavy weights. C) All weight-bearing display panels, tables, racks, cases and/or tent legs must be set on a weight distribution system such as a 6" x 6" square of solid material (i.e. carpet or plywood) under each point of contact with the grass to eliminate damage. D) Specialty pre-packaged food booths on grass will require a tarp or plywood under full booth.

FEES: \$15.00 non-refundable application fee. \$375.00 for 10' x 12' and \$750.00 for 10' x 24' space.

STATUS NOTIFICATION: Results will be sent March 31, 2020. Applications will be accepted after the deadline for space or waiting list consideration with status notification available within four weeks. The application fee is not refundable.

CANCELLATION POLICY: Space fee refunds are given when we are notified in writing, through March 9, 2020. However, a \$50.00 handling fee per space cancellation will be charged. Refund will be mailed within 30 days of receiving your cancellation in writing.

SPECIALTY PRE PACKAGED FOOD APPLICATION

MAY 16 & 17, 2020



Name: _____ Medium: _____

Business Name: _____ CA Seller Permit #: _____

Address: _____

City, State, Zip: _____ Cell Phone: _____

Telephone: _____ Website: _____

Email: _____

Vehicle License Plate & State: _____

Business page on Facebook: _____

Please send as much correspondence as possible by email: Yes No

Describe your booth layout & how your goods are displayed: _____

For how long and at what events and cities have you been exhibiting: _____

Price range of products: _____ Expected revenue from California Strawberry Festival: _____

Previous California Strawberry Festival Exhibitor? Yes No Most recent year participated: _____

Wristbands secure your team's entrance onto event site. How many people will be working in your booth each day? _____

Space size Requested: ON GRASS 10x12 / \$375 10x24 / \$750 ON COBBLESTONE 10x12 / \$375 10x24 / \$750

Special requests: (Space requests are taken into consideration but cannot be guaranteed) _____

Method of Payment - \$15.00 application fee + space fee: Total Charged: \$ _____

Check # _____ or MC/Visa Card Number: _____ Sec. Code: _____

Name as it appears on card: _____

Signature: _____

CHECKLIST: Return application and all fees and documents required by email to csf@castrawberryfestival.org or by USPS to CSF, 1661 Pacific Avenue, Suite 15, Oxnard CA 93033.

QUESTIONS? Email csf@castrawberryfestival.org or call 805-385-4739 x 100.

APPLICATION CHECKLIST:

- Completed Application
- Application Fee
- Booth Payment
- Booth Images
- Business statement / Artisan profile
- Signature Page

1. With your application include A) 4 images, or more as needed, of your various products, B) 1 image of your entirely stocked display, C) 1 image, or more if necessary, of you working in your kitchen with supplies, tools, and products in various degrees of completion. This kitchen shot is meant to prove that you create your work—please be sure that the images show thorough evidence to satisfy the selection committee of this requirement. All images: No CDs accepted for this requirement. Printed or digital images should be good quality and taken within the last 2 years. If mailing photographs, print your name/business name on back of each. Your images are how the selection committee chooses the event's participants—quality and clarity are important. Submitted images should be representative of all products you wish to display for sale at the event.
2. Include a separate page with your Business Statement/Biography. Be sure that your name/business name is included on this page.

CALIFORNIA STRAWBERRY FESTIVAL POLICIES

MAY 16 & 17, 2020



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INSURANCE Full information to be included with each event's acceptance letter. In broad strokes—Required upon acceptance into an event, both a Certificate of Insurance with minimum General Liability coverage limits of \$1,000,000 each occurrence / \$2,000,000 aggregate and an Additional Insured naming California Strawberry Festival. Resources: There are low-cost event or yearly policies available through rlicorp.com (approx. \$300 for the year) and actinsurance.com (\$39.00 fee per event / yearly beginning at \$265.00 depending on gross sales reported).

FIRE EXTINGUISHERS Each participant with a 10x10 tent event space must have a 2A:10BC rated fire extinguisher in his/her booth. Fire Departments are very particular in requiring that if the extinguisher is NEW it must be stamped with the CURRENT year on the label or on the bottom of the unit AND the indicator must be all the way to the top of the green. If you've an older unit then it must have been serviced within the last 12 months and have a current State Fire Marshall tag attached and the indicator must be all the way to the top of the green. We know, this all may seem unnecessary but we assure you that it is a big deal to the Fire Marshall and the events can be negatively affected if participants do not bring their extinguishers meeting these regulations.

APPLICATION PHOTOS/EVENT VIDEO & PHOTOGRAPHY Event participants agree to allow the images included with their application or video/photographs taken at event/s to be used for publicity and advertising.

ARTISAN SPACE CANCELLATIONS Please refer to the heading "Cancellation Policy" on previous page.

CANCELLATION OF FESTIVAL If weather, major disaster, or other circumstances beyond the control of the Host of the Event (as referred to below as "Client"), the City in which the event is held (City) or California Strawberry Festival cause the cancellation of the Festival, participation fees will not be returned. The Client, City or California Strawberry Festival cannot be held liable by exhibitors for the failure of the event to take place.

CONDUCT/DISPLAY APPEARANCE Arrive on time, promptly remove vehicle to the designated parking areas as stated in event's Instruction Letter, be ready for each morning by stated time, never break down or return vehicles for loading before the stated time and complete all show days scheduled. No non-service pets. Service pets must wear vest and have proper ID/paperwork available. No children under 7, music that interferes with neighbors, alcohol, drugs or smoking allowed in or around booth. Clothing should be tasteful. Your display area should be neat, free of storage boxes or clutter, with tablecloths floor length on all sides. No displaying of "SALE" or "DISCOUNTED" type signage. Offensive/abusive behavior is not tolerated. An ignored request by staff to refrain may result in expulsion from the event. This is a professional environment—please strive to reflect that in booth appearance and personal behavior at all times. **WEATHER** Be at the Festival no matter what weather is predicted. In case of rain, follow directions given by our representative on the spot. We expect to be working with professionals; arrive at the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and at set-up always install heavy weights on your tent/display in case of wind.

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PRODUCTS FOR SALE California Strawberry Festival and/or designated agents reserve the right to restrict/remove products offered for sale based on quality and integrity as decided by the California Strawberry Festival .

THEFT Although rare, theft does sometimes occur. California Strawberry Festival, the Host of the Event (referred to below as "Client"), or the City in which the event is held cannot be held liable by exhibitors for any theft that may occur at the event.

SOCIAL MEDIA Participate in event marketing and directly target YOUR customers. For each event we create several posts on Facebook, Instagram, Pinterest and Twitter that are easily customizable and shareable. We encourage you to take advantage of this OR if you create your own content promoting an event you'll be doing with us be sure to tag us too @CaliforninaStrawberryFestival. LIKE and FOLLOW us to get the latest news!

ATTITUDE Our goal is to run a show that is fun as well as profitable for us all. As important as the search for art talent is we do not lose sight of the need for artists who are cooperative and easy for us and other participants to work with. No amount of talent or ability to sell will compensate for this.

RELEASE & HOLD HARMLESS AGREEMENT

MAY 16 & 17, 2020



This agreement is entered into by and between the California Strawberry Festival (Producer), the City in which the event is held (Oxnard) and the artisan or craftsman filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees and servants, and the City, its agents, employees and servants harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Artist's participation in any and all events which have been organized by or through Producer or City. For the purposes of this agreement, the term "participation" shall include, but not be limited to, the delivery and safety/security of equipment, merchandise, structures and arts or crafts to their designated location, the set up and display of any such structure and art or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and servants or the City or its agents, employees and servants.

The Artist hereby expressly assumes any risk of harm or theft to the Artist, works of art or craft, guests or guests' property arising out of their participation and the participation of other artists or agents in any given festival organized by Producer or City including any risk resulting from the particular location of the space designated for them by the Producer. The Artist agrees to hold harmless the Producer and City from any and all liability for damages to persons and damages or theft of property from any source. If weather, other acts of Nature, or other reasons beyond the control of the Producer or City causes the event's cancellation, Artist entry fees will not be returned and neither the California Strawberry Festival or the City of Oxnard will be held liable to Artists for failure of the event to take place.

This agreement shall be effective immediately upon execution and shall continue in effect for each and every festival that the Artist participates in that is organized by Producer during the current year.

THE WORK DESCRIBED IN THIS APPLICATION FOR SELLING AT THE EVENT/S IS HANDCRAFTED IN THE USA BY ME.
I AGREE TO ABIDE BY THE POLICIES, RELEASE & HOLD HARMLESS SET FORTH BY THE CALIFORNIA STRAWBERRY
FESTIVAL AND THE RULES GOVERNING EACH EVENT.

Signature: _____

Name: _____

Date: _____