

Summer Solstice Festival

Santa Barbara, California

Friday-Saturday-Sunday, June 22, 23, 24 - 2012

Sponsorship Vendor Information

Event Producer: The Summer Solstice Celebration presents the 38th Annual Parade & Festival. This is the largest arts event in Santa Barbara.

Hours: Open to the public Friday - 4 pm to 9 pm, Saturday - 12 pm to 8 pm, Sunday - 12 pm - 6:00 pm. Vendors must occupy the booth all 3 days! Exhibits must be set up by 3 pm on Friday, 11 am both Saturday & Sunday and all vehicles must be off the premises. Detailed instructions for space set up are included in the confirmation packet mailed to vendors after acceptance into the show.

Location: The Festival is held at Alameda Park, which is at the end of Saturday's parade route between Santa Barbara St. & Anacapa St. and Sola St. & Micheltorena St.

Parade: The theme of this year's parade is "Fantasy". The parade starts at high noon on Saturday, June 23rd and concludes at the festival site in Alameda Park. Creative handmade floats, costumes and masks begin their journey from Cota Street up State Street to Micheltorena St. Approximately 100,000 people attend the parade and over 40,000+ attend the festival.

Eligibility: Sponsorship Vendors selection must be approved by Solstice Executive Director Claudia Bratton.

Space Fees: Vendor Sponsorship fee is \$1500 per 10'x10' space plus the *City of Santa Barbara One Day Vendors License fee* (\$10 per day @ 3 Days = \$30) if you plan to sell anything. All vendors must participate in all 3 days! Electricity is included and must be requested in your application. The fee for the festival must be paid by check or credit card and must accompany your application. If choosing to pay by credit card a 4% processing fee will be added to the total. **Make check payable to: Summer Solstice Celebration, PO Box 21141, Santa Barbara, CA 93121-1141.**

Premiere Spaces: Spaces in the premiere area are limited and on a first come-first serve basis. These sponsorship spaces are located in the center of the main park, adjacent to the Gazebo. Most spaces are 10'x10' and will be provided in the grassy park. Maximum Booth and Display Height is 10'. 10'x20' or 20'x20' spaces are available by request at the same per space cost (i.e. 10x10 = \$1500, 10x20 = \$3,000 20x20 = \$6,000). Refund Policy (See Below)

Booth Specifics: All spaces will be provided in the grassy park on the lawn. You must use your own tent structure and/or display panels. **Vendors will be restricted to the diameter of your reserved space.** Event personnel will inspect the venue daily to monitor compliance with space dimensions. It is mandatory that you keep your items within your booth space or you will be removed from the festival without a refund. Booths cannot be staked into the lawn or signage hanging from the trees.

Cleaning Deposit: **Each Exhibitor is required to provide a separate cleaning deposit of \$100. (sent as a separate personal check)** along with your booth space payment. This check will be held and attached to your application until after the event. Your check will not be processed and will be shredded following an acceptable clean site inspection by the City of Santa Barbara. This process usually takes a few weeks following the event to receive the report back from the city. If there is a problem with the way you left your booth space, you will be notified that your check will be retained and deposited to cover our costs to handle and correct the situation.

Perks: Recognition includes: Logos on website with link to your website; Logo on our Merchant Poster, if provided by May 8, 2011; Two Banners in Beer Garden, 3'x6', 3'x 8', 3'x10'; One Banner on Gazebo, 3' x' 6' or 3' x 7', (you provide your own banners); One VIP pass for Festival, Quick entry to beer garden with ID.

Refund Policy: Sponsorship may be cancelled but refunds are limited to 50% and are only paid if request is made 30 days prior to the event. Otherwise they are non-refundable.

Please complete and return to:

Summer Solstice Celebration
PO Box 21141
Santa Barbara, CA 93121-1141

Display Requirements: Space only is provided. Exhibitors are responsible for providing their own canopies and all other materials. Exhibitors are responsible for setting up their own displays. Volunteers and staff are not available to assist with unloading or setting up displays. Merchandise may not project into the walkways. Merchandise, display equipment, boxes, containers or any other items will not be allowed to remain in aisles after set up.

Regulations: Summer Solstice Celebration reserves the right to remove any exhibitor anytime before or during the event in cases where: The exhibitor is guilty of improper conduct; work is improper for family viewing; an exhibitor hinders or encumbers another display or another vendor's ability to properly exhibit; an exhibitor attempts to sell work other than what was juried and accepted into the event based on photographs submitted with application. Exhibitors and/or merchants are strictly prohibited from allowing other vendors to sell goods from their assigned space. Summer Solstice obtains a permit from the City of Santa Barbara for the event. Any exhibitor, merchant, or vendor who does not comply with event regulations will be required to vacate the entire space without a refund.

In order to maintain the orderly movement of the crowd, all sales, leafleting, sampling, conducting demonstrations, distributing written materials and any other commercial, promotional and charitable solicitation activities must be within the participant's pre-assigned display space. No sampling without prior permission. These activities shall not interfere with the orderly and safe movement of the crowd and shall not overflow into the neighboring display spaces. These activities are not permissible anywhere else inside the Summer Solstice Festival grounds. Engaging in these activities at any location other than the pre-assigned space is grounds for removal from the festival.

Electricity: Spaces with electricity are limited and must be requested when application is submitted. Electricity is available only in certain locations in the event site. A request for electricity does not guarantee that it can be provided. The City of Santa Barbara requires that extension cords be a commercial grade covered by a mat when crossing any walk paths. Digging into the lawn to bury cables is strictly prohibited.

Parking: All vendor vehicles must be unloaded and immediately removed from the event site prior to booth set up. All vehicles **MUST** be removed from the park by 1 pm Friday, June 22. Vehicles will be allowed back on the premises in the mornings of Saturday, June 23 and Sunday, June 24 to re-stock your space. All vehicles **MUST** be removed by 11 am on these days.

Summer Solstice Celebration
PO Box 21141
Santa Barbara, CA 93121-1141
www.solsticeparade.com/festival
Email: solsticefestival@msn.com
(805)965-3396 tel / fax

SUMMER SOLSTICE FESTIVAL

Friday-Saturday-Sunday, June 22, 23 & 24

Sponsorship Vendor Application

Please PRINT Clearly

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: (____) _____ Email: _____

*** The City of Santa Barbara Application for One Day Vendors License must be included with your application***
if you plan to sell anything.

\$1500 Fee for Each Space	#of Spaces Requested _____	@ \$1500.00	=	\$ _____
\$30 S.B. City Sellers Permit (or \$10 per day)	Check to Summer Solstice	@ \$ 30.00	=	\$ _____
Electricity Fee - if requested	Included - No Charge			
SUBTOTAL:				\$ _____
Paying with Credit Card ADD 4%:			x 4%	\$ _____
TOTAL AMOUNT ENCLOSED:				\$ _____

Please Charge my Credit Card: () Visa () Mastercard C.C. # _____ Exp.Date _____
I agree to pay the additional 4% processing fee when using my credit card to pay for event space.

Additional \$100 Cleaning Deposit – **Separate Check** to Summer Solstice enclosed with this application.

Have you been a previous participant in this event? () Yes () No

Premiere space is limited and sold on a first come, first serve basis.

Description of Booth: (Products/services being offered. Please note there is no sampling or giveaway of food, candy, water, without a Health Permit.

**Pay by Check or Credit Card, Make Payable To:
Summer Solstice Celebration**

I have read this application completely. I understand, I agree to pay and hereby submit this application. I understand that the Summer Solstice Celebration has the right not to accept my application and if so, I will be notified in writing and the space/business license fee will be refunded. If accepted, I will participate at my own risk and not hold Summer Solstice Celebration, or any of its agents or representatives liable for loss or damage. If I do not comply with the event regulations, I understand that I may be removed from the event without recourse.

Signature _____ Date _____

**Mail Application To: Summer Solstice Celebration
P.O. Box 21141
Santa Barbara, CA 93121-1141
Tel/Fax: (805) 965-3396**