



Vendor Application

Date: October 15, 2011, 11:00 AM – 4:30 PM

Location: 20th Street Between Missouri & Wisconsin Streets, Missouri Street between 19th and 20th Streets

The 22nd annual Potrero Hill Festival returns with a full day of delicious food, exciting performers, art and craft works from locals, and lots of activities for kids. The Festival takes place on Saturday, October 15 from 11:00 AM until 4:30 PM. Over 7,500 residents of Potrero Hill and all of San Francisco are expected.

The Potrero Hill Festival takes place along 20th Street between Missouri and Wisconsin Streets. The festival features two stages. The main stage features top notch Bay Area Rock'n'Roll, soul, blues and more. The youth stage will feature a youth talent show and other performers for toddlers to teens. The Kid Zone will feature bouncy houses, petting zoo, pony rides, clowns, arts and crafts and much more. Approximately 100 Potrero Hill and local artists, merchants, and nonprofit organizations will be featured at this year's festival. The Potrero Hill Festival is an alcohol free event and welcomes neighbors of all ages.

The festival benefits the Potrero Hill Neighborhood House (aka the NABE), a multi-purpose, multi-generational community center that has been in operation for over a century. They offer a "micro-system" of "family privilege" to all members of the community to help children, youth and seniors overcome hardships including educational deficits, violence or hunger.

This Application will not be complete without the Following:

- Signed Application**
- All contact information filled out**
- Your fee paid in full**
- 3 photos or slides of the work you are representing and one of your display**

Festival Vendor Application

Contact Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Day Phone # _____ Night Phone # _____ Cell Phone # _____

Fax # _____ Website _____ Email _____

Description of your artwork, craft, food, concession or beverages (photos welcome):

Please mark the application bubbles. If you do not complete the form your application will not be considered.

Nonprofit

- \$75 - Includes 10'x10' Space With 6' Table and 2 Chairs _____
- Additional \$125 for 10'x10' Popup Tent. _____

Merchant/ Crafts/ Services

- \$100 Fee -10' x 10' Space (No Equipment) _____
- Additional \$25 for 6' Table and Two Chairs. _____
- Additional \$125 for 10'x10' Popup Tent. _____

Food Vendor

- \$450 -10' x 20' space (Tent & Cooking Area) (No Equipment, Includes Health Permit) _____
- Additional \$175 for Food Tent, Walls, 6' Table and Two Chairs _____
- Additional Space -\$20 Per Square foot _____

Intended Power: ___ No Power ___ Deep Fryer ___ Generator ___ Charcoals ___ Propane (preferred) Source

Menu (Please list out all sides)

Other Information/Requests:

ALL APPLICATIONS AND DEPOSITS ARE DUE BY SEPTEMBER 14, 2010

Please submit the total cost with this application. You will be contacted by September 14, 2011 to confirm your participation.

Please make all checks payable to the Potrero Hill Neighborhood House. Applications can be emailed to arleen@everestsf.com, faxed to 415.282.1205 or mailed (along with the event fee and setup photos) to Potrero Hill Festival, 1270 Missouri Street, San Francisco, CA 94107.

I have read and understand the information and policies for the Annual Potrero Hill Festival on October 15, 2011.

Signature

Date

For Additional Information contact arleen@everestsf.com.

Application Form and Process: All vendors must complete and sign the application form and submit an application fee. The sponsors reserve the right to select participants.

Application Fees and Deadlines: Food vendors must pay the full fee before an application is considered completed. Checks, money orders or cashiers checks should be made out to the Potrero Hill Neighborhood House, attention "PH Festival", 1270 Missouri Street, San Francisco, CA 94107. The application and fee must be received by September 14, 2011. Please do NOT send cash. Preferred form of payment is by check or money order. A \$50 charge will be assessed for bounced checks- no exceptions.

Application Process: This is the application, it does not guarantee acceptance. We will not process your fees unless you have been accepted. Once accepted, we will deposit your fees, you will receive an acceptance letter with your health & fire permit applications for each SF event, then 30 days prior to the event you will receive your participant packet with all your set up information providing we have received your insurance & completed permit applications.

Refund Policy: If the withdraw is made 60 days or more prior to the first day of the event, you can receive a 50% refund on your space fee; if it is made 59 days or less from the first day of the event, no refunds are available as all funds are committed to the production, promotion, marketing & advertising of the Festival. All refund requests must be made in writing & received by our office via fax, email or mail. Please site reason for withdraw.

Space Assignment: Space assignment and maps will be sent to each vendor prior to the event. Location requests are not guaranteed and space assignments are non-transferable, but consideration for changes may be negotiated with the staff.

Festival personnel will periodically monitor food vendors for compliance, violators will be subject to removal from the Festival and forfeiture of all fees.

SF HEALTH/FIRE PERMITS for Food Vendors: If you are accepted we will send you a health and fire application. You will need to complete these ASAP. Your application will not be complete if you do not submit them by the designated deadline. **Do not return any of the health & fire permits applications to them directly; they must all come back to us for processing.** If you are exempt from City fees, contact us.

Grease/Trash: All food vendors need to provide **ground cover inside their booth** for the absorption of grease. No food vendor will be allowed to open for business if the ground cover is not in place. No grease or gray water is to be poured onto the ground or down any drains. Anyone found doing this will be asked to leave the event. You will be responsible for any & all environmental cleanup costs & subject to prosecution by city or state officials.

Trash: Vendors are responsible to collect & properly bag trash within your sales location. Each event will collect properly bagged trash from outside of your sales location.

WATER/Power: Water and power are not available.

Insurance Requirements: All food & restaurant vendors participating in these events must have \$1,000,000 of liability insurance per event. Upon acceptance to a Festival, you will be forwarded additional information regarding insurance requirements for the specific event. You will be required to name Potrero Hill Neighborhood House, our clients, & the city & county where the Festival takes place as additional insured. We must receive your certificate of insurance 30 days prior to each event.

Space Dimension, Setup & Breakdown: The dimensions of each space are 10' (wide) x 10' (deep) for a non-food vendor, and 20'(wide)x10'(deep) for a food vendor. Additional footage is available upon request for an additional fee of \$20 per square foot. Please note your need on the application. The vendor is responsible for all setup and breakdown of your booth. Setup will be between 9:00 – 11:00am. Each vendor must be setup no later than 11:00am and remain open during the duration of the festival until 4:00pm. We do not provide tents, tables, chairs, signage or electricity unless previously arranged with a written confirmation.

Green Event: The Potrero Hill Festival is a green event and all vendors are required to **ONLY use compostable materials** (cups, plates, utensils, etc). We can help you find them if you are unable.

Refund Policy: If a withdrawal is made 60 days or more prior to the first day of the event, you can receive a 50% refund of fees or apply as credit to the following year. A \$25.00 processing fee applies. If the withdrawal is made will less than 60 days from the first day of the event, no refunds are available as all funds are committed to the production, promotion, marketing and advertising of the Festival. All refund requests must be made in writing stating the reason for withdrawal and must be received by our office via fax, email or mail. The event will go on rain or sunshine. No refund will be given due to bad weather, natural disaster, or act beyond our control.

Terms and Agreements: I have read and agree to all the specified terms and conditions set forth in this Festival Application. I further release and indemnify the Potrero Hill Festival and all of its duly appointed representatives of liability and responsibility for any injure, damage, or loss sustained by the vendors, guests or any other participants before, during or after the Festival as a result of the display of my work, equipment or materials. I understand that the Potrero Hill Festival management has the right to remove anything that does not meet the standards set forth in this application. I understand there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree to hold harmless the Potrero Hill Neighborhood House, and affiliated organizations or entities, directors, officers, agents or employees of any of the above and all liabilities, demands, claims, damages or costs to property or person as a result of participation in the 2011 Potrero Hill Festival.