

## FOOD VENDOR INFORMATION

# 4TH OF JULY

## AT THE BERKELEY MARINA

WEDNESDAY, JULY 4, 2012 -- NOON to 10 PM

**APPLICATION DEADLINE IS APRIL 1, 2012 for Open Food**  
**APPLICATION DEADLINE IS MAY 15, 2012 for Pre-packaged Food**

- Fee is:

Open Food Vendor	\$750 + \$182 Health Dept. fee
Open Food Vendor in Cesar Chavez	\$500 + \$182 Health Dept. fee
Pre-packaged Food Vendor	\$300 + \$44-\$98 Health Dept. fee
- A 50% fee will be retained in the event of a cancellation up until May 15 after which no refunds will be made.
- Crowd estimates grow from 5,000 at noon to 100,000 by 9:30PM.
- Included in your fee is a commitment to **accept all \$5 food coupons** from staff and volunteers when they present you with a voucher from Another Bullwinkel Show. You will be reimbursed at the end of the evening for any over the first 10. **Do not turn them away!** This is part of the cost of your booth.
- Food sales are limited to 3 main items to avoid menu duplication with other vendors. You may sell different types of your item (different flavors, etc.). We will work with each food vendor to create your best unique menu. Non-alcoholic drink sales of water or soda are OK and will not count toward an item. Other drinks will count toward an item.
- A **Certificate of Additional Insured** worth one million dollars and naming "Lisa Bullwinkel & the City of Berkeley and its members, directors, employees, agents, subcontractors, representatives, attorneys, brokers, insurers, lenders, officers, directors, partners, successors (collectively "Producers")" as additional insureds must be mailed with this application or faxed to promoter by you or your agent no later than May 1 for open food.
- Return **Health Dept. form & fee** to promoter with this application. Download the City of Berkeley Health Dept. application on this ABS website. Then mail it to Another Bullwinkel Show with this application and separate check.
- The Health Dept. requires you to have an enclosed, screened food booth or an enclosed vending machine/cart/truck. Any food that is not pre-packaged and served from a cart requires a booth. All food-related booths must have a fireproof tarp on the ground beneath their booth area. If you have any prep or cooking behind your booth, other than a BBQ, you must set up an additional enclosed prep booth. No rentals are provided.
- Submit a valid **CA Sellers Permit** number with this application. It may be obtained by visiting: <http://www.boe.ca.gov/info/reg.htm>. You are responsible for collecting and reporting all sales tax. The event address for reporting purposes is 201 University Ave., Berkeley, CA, 94710.
- After receiving your application and fees, promoter will assign open food vendors a 15' frontage x 15' deep space who will be located either in paved M Lot in the food court, on the paved Ferry Dock in the ride area, or in Cesar Chavez Park where your food truck/booth is open to service at the curb. Let us know if you have a preference. Leave the additional 5' space open between you and the next vendor. You may park behind your open food booth if in M lot; in Vendor Lot J if on the Ferry Dock; or right at your booth in Cesar Chavez Park. No sales of any goods other than food.

- Pre-packaged food booths are 10'x10' and will be placed with regular vendors.
- Begin set up after 9 a.m. Open for business at noon. Booths remain open until at least 9:30 p.m. Shut down by 10:30 p.m. Street is open to traffic until approx. 6:30 p.m. after which only pedestrians are allowed at the Marina. Fireworks at 9:35 p.m. off the end of the Berkeley Pier. The street is reopened about 11 p.m.
- **Green event:** No sales of alcohol. No Styrofoam is allowed in Berkeley. Alcohol-free event. No drinking in booths. Provide recyclable or biodegradable greenware, paper plates and compostable plastic cups, wooden stirrers, etc. Do not use plastic or non-biodegradable products – no plastic straws or lids. For bulk purchase discounts contact [mary@green-mary.com](mailto:mary@green-mary.com) who can answer any questions. Put food and paper scraps into the green container provided for your booth. Empty it into the larger green containers on site.
- Provide your own chairs, booth, lights, ice, a container for disposal of barbecue coals, a garbage can.
- Water is available on site.
- Electricity is available for open food booths – two outlets per booth. **BYO 50' long extension cords with a twist lock** or you may purchase one on site for \$20. Small quiet generators are acceptable.
- In case of extremely bad weather or other disasters the show may be canceled at the discretion of the Producer or the City of Berkeley. Call 510.548.5335 for recorded information that morning. No refunds or payments will be made if show is canceled.
- **NEED TO STAY IN A HOTEL?** The Doubletree-Hilton, right in the thick of the event, is offering great room rates for participants – \$98/night for July 3rd and 4<sup>th</sup>. Use this link to book: [http://doubletree.hilton.com/en/dt/groups/personalized/J/JBKCADT-JUL-20120703/index.jhtml?WT.mc\\_id=POG](http://doubletree.hilton.com/en/dt/groups/personalized/J/JBKCADT-JUL-20120703/index.jhtml?WT.mc_id=POG)

FOOD VENDOR APPLICATION

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APPLICATION DEADLINE IS MAY 15, 2012 for Pre-packaged Food

Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Cell Phone (\_\_\_\_) \_\_\_\_\_ Day Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

CA Sellers Permit # \_\_\_\_\_ (include beginning letters)

Applicant hereby releases and agrees to hold harmless and to not bring any lawsuit, arbitration or other action, claim, or proceeding (collectively "Release") against Lisa Bullwinkel or the City of Berkeley and its members, directors, employees, agents, subcontractors, representatives, attorneys, brokers, insurers, lenders, officers, directors, partners, successors (collectively "Producers") and assigns arising out of or relating to July 4th at the Berkeley Marina. This Release includes but is not limited to any claim, loss, expense, cost, obligation, and liability that Applicant may suffer arising out of or relating to July 4th at the Berkeley Marina whether by reason of breach of or failure by the Promoters to perform in any manner or any part of its obligations related to July 4th at the Berkeley Marina or by reason of any act or omission of the Promoters. This Release includes but is not limited to every type of personal injury, property damage and damage to business interests, whether caused by Promoters or a third party, natural or human-made disaster, or animal.

Signature \_\_\_\_\_ Date \_\_\_\_\_

ENCLOSE:

- \$750/\$300 Booth Fee payable to Another Bullwinkel Show
Health Dept. Application (4 pages)
Health Dept. Fee payable City of Berkeley
Certificate of Insurance
Signature on this form
Menu including prices

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