

NON-PROFIT ORGANIZATION INFORMATION

4TH OF JULY
AT THE BERKELEY MARINA
THURSDAY, JULY 4, 2013 -- NOON to 10 PM

APPLICATION EARLY DEADLINE: MAY 1, 2013
DEADLINE BY MAIL: JUNE 15, 2013

	Early Deadline Postmarked by May 1	Regular Deadline Postmarked May 2-June 15	Day of Event In Person July 4
Non-Profit or Gov't.	\$50	\$75 Money Order	\$100*
Electricity	\$25	NA	NA

***Money orders or cash only day of event at HQ booth 10AM-12Noon**

Non-Profit	Registered as a 501C-3 or C6, or you are a gov't organization
Arts & Crafts	Original, one-of-a-kind handcrafted work in any medium made by you. Cards with your artwork on them, if manufactured, are acceptable. No imports.
Commercial	Items purchased by you for resale including imports, manufactured items from your designs, kits, commercial reproductions, taped music, etc.
Commercial/Interactive	Rides, animals, physical activities.

New! No event activity in Cesar Chavez area of the Marina except for kite flying. Main food court is being extended into L lot (adjacent to M lot). Tables and chairs will be provided in the food court for the public. A mechanical ride carnival will be set up past the west end of the food court in Skates parking lot that should generate even more business. Public parking in the marina will be \$15/car. Vendors will receive free parking passes. Vendor parking will now be in the gravel lot across the street from the HQ booth. Interactive booth hosts, please calculate your square footage and pay accordingly including vehicles if they need to be at your booth.

- Application and payments must be received by mail in full (except for insurance). If you are accepted, you will be notified and your checks will be cashed. If you are not accepted, your checks will be returned.
- A 50% fee will be retained in the event of a cancellation up until June 15 after which no refunds will be made.
- Commercial booth size is 10' x 10.' No sharing of spaces. Approx. 100 spaces available throughout the event in a beautiful boat marina, most are on grass, interactive spaces are on pavement. You provide booth, chairs, lights, battery operated lanterns, 50' extension cords, garbage can, **4TH OF JULY** garb! You must accept the designated space provided by the Producer.

Electricity is available with pre-registration and in certain locations only. Crowd estimates grow from 5,000 at noon to 100,000 by 9:30PM.

- Begin set up after 9 a.m. to be open for business at noon. Booths shut down at 9:30 p.m. as the fireworks begin. The street is closed to vehicles from 6:30–11 p.m. You may shut down early and leave by 6:30 p.m. but you will miss the bulk of the crowd. Free parking lot for your vehicles is nearby but not right at your booth. Bring a hand truck!
- No Styrofoam, alcohol, snap pops, sparklers, flags, pinwheels, glow-in-the-dark items, or fireworks allowed. You may not sell or give away food, candy, water, or drinks. Items for kids sell particularly well. This is an alcohol-free event. All activity must take place within your booth – no ‘clipboard’ activity or sales pitches outside of your booth.
- 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.
- Submit your valid **CA Sellers Permit** number with this application. Temporary numbers may be obtained from the State Board of Equalization 510.622.4100. You are responsible for collecting and reporting sales tax. The event address for reporting purposes is 201 University Ave., Berkeley, CA, 94710.
- For interactive (rides/games) only – 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 and must be mailed with this application or faxed to Producer by you or your agent no later than May 1.
- **NEED TO STAY IN A HOTEL?** The Doubletree-Hilton, right in the thick of the event, is offering great room rates for participants – \$109/night for July 3rd and 4th. Link will be available March 15. Email Another Bullwinkel Show if you are interested.

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Organization Name _____

Address _____ City _____ Zip _____

Contact Person _____

Cell Phone (____) _____ Day Phone (____) _____

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:

Fee payable to *Another Bullwinkel Show* _____

\$25 Electricity Fee _____

Signature on this form _____

State Non-profit ID # _____

Description of product, game, or services _____

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