

# 16<sup>th</sup> Annual **CHOCOLATE & CHALK ART FESTIVAL**

Saturday • June 2, 2012 • 10–5 PM (Rain Date June 9)  
North Shattuck Ave. in the Gourmet Ghetto, Berkeley, CA

**APPLICATION EARLY DEADLINE IS MARCH 15, 2012**

	<b>Early Deadline Postmarked by March 15</b>	<b>Regular Deadline Postmarked by May 15</b>
Non Profit	\$50	\$75 money orders only
Arts & Crafts	\$100	\$125 money orders only
Commercial	\$150	\$175 money orders only
Pre-packaged Food/No Open Sampling	\$125+Health Dept. Fee	NA
Pre-packaged Food/Open Sampling	\$125+Health Dept. Fee	NA
Open Food–no BBQs	\$250+Health Dept. Fee	NA

- A 50% fee will be retained in the event of a cancellation up until May 15 after which there are no refunds.
- Free admission. Crowd estimates 4,000. See press release for event information.
- **New this year:** We will pre-sell restaurant chocolate menu tickets online instead of just at the event; more children's activities, some of which will be located in a different location off of Shattuck to spread the event further south in the district. A map will be created on the ABS site with your booth location. Your website will be linked for one year for **FREE** as a courtesy to you. Many vendors have found that after the event, attendees try to find them to make a purchase after thinking about it for a while.
- Acceptable are handmade arts & crafts or fine arts by maker. Highly desired are pre-packaged chocolate food items; chocolate food vendors with open product; or chocolate-related commercially produced items (crafts, T-shirts, cookbooks, etc.). Other commercial vendors are very welcome, too. Non-profit organizations without food items may apply at the lower rate; if having food items, you are a food vendor.
- If you have open food products, a **Certificate of Insurance** worth one million dollars and naming "Another Bullwinkel Show & the North Shattuck Association 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 15. Food vendors do not take event tickets – your sales are your own.
- If you have food products, return **Health Dept. forms & fees** to promoter with this application. City of Berkeley Health Dept. fees vary between \$44–\$182. Download the Berkeley application on this website. Print out the last 4 pages then mail it to Another Bullwinkel Show with this application and separate check payable to the City of Berkeley.
- Submit a valid **CA Sellers Permit** number with this application. It may be obtained by calling the State Board of Equalization 510.622.4100. You are responsible for collecting and reporting all sales tax. Use reporting address as 1400 Shattuck Ave., Berkeley, CA 94709.
- Submit **2 photographs** of your items for sale and 1 of your booth if available (unless you have worked with me in the recent past). The photos should be representative of that to be sold in your

booth. Photos will be used to determine if work screened is the same as that which is in your booth. Put your name and address on the back of each photo. They will be returned day of event if possible. Some may be used in the press. Alternately, you may provide your website link or email your photos.

- After receiving your application and fees, promoter will assign vendors a 10'x10' space or vendors with open food a 10'x15' frontage on the street. You may be able to parallel park behind your booth in a small car space. Other parking is available nearby.
- Begin set up after 7 a.m. to be open for business at 10 a.m. Booth must remain open until 5 p.m. The street is reopened at 6:30 p.m. Only a long one-block area of street is closed for this 6-block long festival. The remainder of the event is on the sidewalk.
- No sales of alcohol. No Styrofoam is allowed in Berkeley. Alcohol-free event.
- Provide your own chairs, booth, lights, ice, garbage can, etc. Water is available. There is no electricity available.
- In case of extremely bad weather or a natural disaster the show may be canceled at the discretion of the Producer. Call 510.548.5335 for recorded information that morning. No refunds or payments will be made if show is canceled.

**VENDOR APPLICATION**  
**16<sup>th</sup> Annual**  
**CHOCOLATE & CHALK ART FESTIVAL**

**Saturday • June 2, 2012 • 10–5 PM (Rain Date June 9)**  
**North Shattuck Ave. in the Gourmet Ghetto, Berkeley, CA**

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 North Shattuck Association 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 the Chocolate & Chalk Art Festival in Berkeley, CA. 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 the Chocolate & Chalk Art Festival in Berkeley, CA whether by reason of breach of or failure by the Promoters to perform in any manner or any part of its obligations related to the Chocolate & Chalk Art Festival in Berkeley, CA 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 \_\_\_\_\_

	<b>Postmarked by March 15</b>	<b>Postmarked by May 15</b>
Non Profit	\$50	\$75 money orders only
Arts & Crafts	\$100	\$125 money orders only
Commercial	\$150	\$175 money orders only
Pre-packaged Food/No Open Sampling	\$125+Health Dept. Fee	NA
Pre-packaged Food/Open Sampling	\$125+Health Dept. Fee	NA
Open Food	\$250+Health Dept. Fee	NA

**ENCLOSE:**

- Event Fee payable to *Another Bullwinkel Show* \_\_\_\_\_
- Health Dept. Application \_\_\_\_\_
- Health Dept. Fee payable to *City of Berkeley* \_\_\_\_\_
- Certificate of Insurance \_\_\_\_\_
- Signature on this form \_\_\_\_\_
- List of items/menu with prices (attach)

*Lisa Bullwinkel, Hoopla CEO*  
**ANOTHER BULLWINKEL SHOW**  
 2934 Fulton St.  
 Berkeley, CA 94705-1861  
 510.548.5335 Phone & Fax  
 510.334.6523 Cell  
[Lisa@AnotherBullwinkelShow.com](mailto:Lisa@AnotherBullwinkelShow.com)