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PETALUMA'S 29th ANNUAL BUTTER & EGG DAYS
SATURDAY, APRIL 24, 2010 ~ 10 AM TO 5 PM ~ PARADE AT NOON
NON-PROFIT SPACE
INFORMATION & APPLICATION

The Petaluma Downtown Association and Steven Restivo Event Services, llc invite all non-profits in the area to participate in the annual Petaluma Butter & Eggs Days event. The event will take place on Saturday, April 24th, 2010 from 10 am to 5 pm in Historic Downtown Petaluma. To find out more information about the event please visit www.PetalumaDowntown.com or www.SRESproductions.com

Petaluma's Butter & Eggs Parade and Celebration is a quarter-century old tradition in Downtown Petaluma, celebrating the region's rich agricultural history as the birthplace of the incubator, which was the beginning of Petaluma's "Egg Basket To The World" title, and as one of the premier dairy regions in the country. Together with The Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900's.

The Butter & Egg Days Parade and Celebration typically draws over 25,000 attendees. The community parade showcases the best of Petaluma and Petaluma's history. The 100-unit parade will have over 3,000 participants, more than a hundred volunteers, and support from every aspect of community life. The spectators see floats, drill teams, novelty units, equestrian units, marching bands, and much more.

Activities before, during and after the parade include a block-long outdoor food court offering a wide variety of festival foods and beverages, a large area of arts and crafts exhibitors and a special area of activities to entertain youngsters with inflatables, rides, and hands-on activities. Don't miss this great opportunity to participate in one of the North Bay's largest events.

All applicants will be juried by our committee. If you would like to apply to the event, please note these are some guidelines that we require:

1. Accepted non profit organizations may only distribute promotional materials. There will be no selling of any food. All other sale items must be approved by the committee.
2. We will need to have a copy of the Federal Tax ID letter that you should have received from the IRS, which confirms your current non-profit status and includes the organization's tax ID number on it.
3. Insurance, if desired by Exhibitor, must be obtained by him or her at their own expense. Steven Restivo Event Services,LLC, (SRES), our clients and the cities and counties where we produce the events, assume no risk; and by the participation in the event, the Exhibitor expressly releases SRES, our clients and the city and county from any and all liability for any damages, injury, theft, or loss to any person or goods which may arise from the occupation of space by the Exhibitor. We strongly encourage all event participants to carry insurance.
4. We provide a 10ft x 10ft space only. Everything else you need for your set up ie; tents, tables, chairs, umbrellas or signage needs to be provided by the organization. We do not supply electricity.
5. We will send you a status letter by within a week of us receiving your completed application. If accepted to the event, you will receive a participant packet 20 days prior to the event.
6. The fee for applying to the event is \$50 for Petaluma based non-profit groups and \$75 for out of town non-profit groups.

If you would like to apply to the event, please fill out the attached application. Your fee is payable to the **Downtown Petaluma Association** and should be mailed with the completed application to

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Organization Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Ph _____ Fax _____

Website _____ Email _____

Non-Profit Tax Id # _____

Have you participated in the event in the past? Yes _____ No _____

Would you like to receive the Status Letter & Participant Packet via **Email** rather than Post? Yes _____ No _____

Please select one:

- I am a Petaluma based non-profit organization = **\$50**
- I am non-profit organization not based in Petaluma = **\$75**
- Corner fee = **\$50** (must be a separate check- not guaranteed)

of 10ft x 10ft spaces would you like at the event? _____ Space Fee Total \$ _____

Check# _____ Credit Card # _____ Exp Date _____

Please describe what you would like to do in the space: ie; distribute flyers about your business or organization, etc:

Please make all checks payable to the **Petaluma Downtown Association** and return document with the check to:

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The Petaluma Downtown Association reserves the right to refuse the participation of any entrant it deems offensive, inappropriate, or contrary to the spirit of the event or the City of Petaluma. The undersigned agrees to hold harmless and indemnify the Petaluma Downtown Association, Steven Restivo Event Services, and the City of Petaluma from any and all liability, claims, demands, costs or damages to person(s) or property as a result of participation in the 2010 Petaluma Butter & Eggs Days event.

Print Name

Signature

Date