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San Rafael's 32nd Annual Parade of Lights

Friday, November 25 & Saturday, November 26, 2011

Information & Application for Downtown San Rafael Businesses

Dear San Rafael Area Businesses, Merchants and Restaurants,

The City of San Rafael, The San Rafael Business Improvement District and Steven Restivo Event Services, LLC invite you to participate in the *Parade of Lights and Winter Wonderland*. The event will take place on **Friday & Saturday, November 25 & 26, 2011**. As in previous years, the event includes the Winter Wonderland with free Snow sledding for kids, A Holiday Marketplace, the Parade of Lights, the Official Holiday tree lighting Ceremony and holiday window displays from Fourth street businesses.

The event times are as follows: **on Friday November 25** the Winter Wonderland with free Snow Sledding will begin at Noon until 4 pm, be closed from 4:00 pm to 6:30 pm and re-open from 6:30 pm to 8 pm. This will take place on A Street between Fourth Street and Fifth Avenue. **The Holiday Market place**, which will take place on Fourth Street from B Street to Lootens Place will be open from 1 pm to 8 pm and The Parade of Lights will begin at 5:30 pm, travel down Fourth Street and end at the Court Street Square where the Official Tree Light Ceremony will take place.

On Saturday November 26, we will continue the free Snow Sledding on A Street between Fourth Street and Fifth Avenue from 9 am until noon.

You may participate in the event in 3 ways:

First, if you would like to become part of the **Holiday Market place** from 1 pm and 8 pm and have a space in the market place or in front of your store/business to promote, market and/or sell your products, food or non-alcoholic beverages, you can do so **for free**. The space size is 10ft x 10ft and we provide you with the space only, this does not include a booth, tables, chairs, signage or electricity.

Second, you can participate in the **Parade of Lights**. Dress up a vehicle to promote your business or just come on out and join the parade. There is **no fee** to be in the parade and we will begin staging it on E Street between Fourth Street and Fifth Avenue at 4:30 pm on Friday, November 25th.

Third, you can become an **official event sponsor** and receive promotion, marketing and advertising. Please contact us at 415-456-6455 for more details on the sponsorship benefits. Your business name/logo could be in the ads, on the poster, postcards, website and you could receive logo inclusion on the site.

If you would like to participate in the event, please fill out the attached application and fax it back to 415-456-6436 by Friday, October 29th

For more information, give us a call at 415-456-6455, or
email Steven@SRESproductions.com, or visit www.SRESproductions.com

San Rafael Parade of Lights 2011

MERCHANT & RESTAURANT APPLICATION

Please fill out this application and return
Please make a copy of these documents for your records

Company Name _____ Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website _____ Email _____

California Resale # _____

Check box if you would like to receive the status letter and participant packet via email.

Please check each box that applies to your participation: (If you apply and are accepted, you will be mailed a participant packet approximately two weeks prior to the event.)

I will participate in the San Rafael Parade on Friday, November 25th. **FREE**. Describe your entry:

I will participate in the San Rafael Holiday Marketplace from 1 pm (scheduled street closure) to 8pm on Friday, November 25th. **FREE**. (Business must be approved by event committee) (We provide a 10x10 space only) Describe what you will be selling:

I will participate as a Sponsor of the event to promote and market my business. Please contact us at 415-456-6455 for more details. Describe how you would like to participate:

I agree to abide by the rules stated. I understand that all promotion of my items must take place within the confines of my booth. I further understand that Steven Restivo Event Services and the City of San Rafael and all their representatives are not responsible for or liable for damages including, but not limited to, loss suffered before, during, or after the 2011 SR Parade of Lights event as a result of the display of my work, equipment or material. I understand that there are no refunds or rain checks due to inclement weather. The duplication or use of any trademarks or logos belonging to the committee is strictly prohibited. The Committee reserves all rights to refuse booth space based on Event guidelines. If these guidelines are not upheld, my booth will be closed immediately and my funds will not be refunded.

Print Name _____ Signature _____ Date _____

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