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***PETALUMA'S 31<sup>st</sup> ANNUAL BUTTER & EGG DAYS***  
**SATURDAY, APRIL 28, 2012 ~ 10 AM TO 5 PM ~ PARADE AT NOON**  
**FOR PETALUMA LOCAL BUSINESSES ONLY**  
**INFORMATION & APPLICATION**

The Petaluma Downtown Association and Steven Restivo Event Services, llc invite all local businesses in the area to participate in the annual Petaluma Butter & Eggs Days event. The event will take place on Saturday, April 28<sup>th</sup>, 2012 from 10 am to 5 pm in Historic Downtown Petaluma. To find out more information on about the event please visit [www.PetalumaDowntown.com](http://www.PetalumaDowntown.com) or [www.SRESproductions.com](http://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. Only local Petaluma non-profits, merchants and Restaurants can apply with this application. Petaluma corporations or services will need to come in at the sponsorship level. The sponsorship information in on our website.
2. Accepted local organizations may only distribute promotional materials. The selling of any items, including food, must be approved by the committee.
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. If you are a merchant or non-profit, we provide a 10ft x 10ft space only. If you are a restaurant, we provide a 10ft x 10ft selling space and a 10ft x 10ft cooking area. 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 outlined on the other side.

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

Steven Restivo Event Services, LLC  
P.O Box 151017, San Rafael, CA. 94915  
Ph: 800-310-6563, Fax: 415-456-6436

**PETALUMA'S 31<sup>st</sup> ANNUAL BUTTER & EGG DAYS**  
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**LOCAL BUSINESS SPACE APPLICATION**

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Ph \_\_\_\_\_ Fax \_\_\_\_\_

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

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 describe what you would like to do in the space:** (items selling, promoting, activity, etc.)

\_\_\_\_\_

Please select one:

- Petaluma Non-Profit = **\$75/\$100 (member of PDA/non-member)**
- Petaluma Merchant with less than 5 employees = **\$200/\$250 (member of PDA/non-member)**
- Petaluma Merchant with more than 5 employees = **\$300/\$750 (member of PDA/non-member)**
- Petaluma Restaurant = **\$300/\$400 (member of PDA/non-member)**

Other Important Information:

- I am a member of the **Petaluma Downtown Association**
- Corner fee = **\$50/\$75 (member of PDA/non-member)** not a guarantee, must be a separate check
- Location Request: \_\_\_\_\_
- Suggestions or comments about this event: \_\_\_\_\_

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

Check# \_\_\_\_\_ Credit Card #(\$25 cc processing fee) \_\_\_\_\_ Exp Date \_\_\_\_\_

Please make all checks payable to the **Petaluma Downtown Association** & return document with the payment 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 2012 Petaluma Butter & Eggs Days event.

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date