



# Picnic & Festival Booth Application

Booth Setup: 8:00 am • Picnic/Festival Hours: 10:00am - 2:30pm • Cleanup 3:00pm  
 Festival Location: The Alameda between Julian Street and Pershing Avenue

Please return this form no later than June 17, 2011.

Mail to Larry Clark, RWB Parade  
 919 The Alameda  
 San Jose, CA 95126

Fax to 408.436.8583 Questions? 408.436.8581

Email to [rwbparade@gmail.com](mailto:rwbparade@gmail.com)

PLEASE PRINT OR TYPE

(note: If using the pdf form on the computer, you should be able to type and print. You may not be able to save the filled form):

## Booth Information

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

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Telephone No.: \_\_\_\_\_ Alternate Contact No.: \_\_\_\_\_

## Type of Booth

- |                                              |         |                                           |         |
|----------------------------------------------|---------|-------------------------------------------|---------|
| <input type="checkbox"/> Arts & Crafts Booth | \$50.00 | <input type="checkbox"/> Commercial Booth | \$50.00 |
| <input type="checkbox"/> Non-Profit Booth    | \$40.00 |                                           |         |

Please describe the booth (items to be sold, game played, craft project or subject):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Types of Booths

### ART VENDORS

Artists of all medias including jewelry, fashion and accessories, furniture, and home décor pieces, as well as functional and sculptural work in ceramics, glass, metal, painting, photography, wood and mixed media, and specialty foods from across the country. 2-4 product photos must be submitted to [rwbparade@gmail.com](mailto:rwbparade@gmail.com) for approval.

### COMMERCIAL VENDORS

Tap into this huge market by becoming an exhibitor at the Rose, White & Blue Parade. Whether you are launching a new product, wish to increase sales, or reinforce brand loyalty, you will find success at Rose, White & Blue Parade.

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**Assumption of Risk and Release of Liability**

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Participation in the Rose, White & Blue Parade and related Festival/Picnic to be held on July 4, 2011 (hereinafter "Events") shall be at the Participant's own risk. The City of San Jose, San Jose Redevelopment Agency, the Alameda Business Association, and parade committee members, as well as their respective departments, representatives, members, officers, agents, and employees, (hereinafter "Releasees") shall not be liable for any personal injury, property damage and other damages sustained by Participant in or during his/her/its active or passive participation in the Events held on July 4, 2011. Participant assumes full responsibility for any injuries or damages, and does hereby release and discharge the City of San Jose, San Jose Redevelopment Agency, the Alameda Business Association, and parade committee members, as well as their respective departments, representatives, members, officers, agents, and employees from any and all claims, demands, damages, rights or causes of action present or future resulting from the undersigned's participation in the Events.

**Indemnity/Hold Harmless.** Participant will take all necessary precautions and protect all persons and property from injury or damage. Participant agrees to indemnify, defend and hold harmless Releasees from and against any and all liability, claims, judgments, attorney's fees and costs of every kind and nature, including, but not limited to, injuries or death to persons and damage to property, arising from Participant's negligence or willful misconduct during the Events.

I/we have read and understand the above terms and I am authorized to execute this agreement/release on behalf of the Participant.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

Participant Name: \_\_\_\_\_

**Checks and cash accepted only: Please make checks payable to: The Alameda Business Association  
Please return this form no later than June 17, 2011.**

**All booth applications are subject to the approval of festival/picnic management. If booth is not accepted 100% of monies will be returned on or before June 25, 2011.**

**Note: You will be contacted to discuss the details of your booth so that we can assign the proper space.  
Questions? Call Larry Clark at 408-436-8581, [rwbparade@gmail.com](mailto:rwbparade@gmail.com).**

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**Thank you for participating in this event! Please keep a copy of these regulations.  
Regulations for Participants**

1. This is an outdoor event and will take place rain or shine (sorry, no refunds if it's stormy!). There are some shady spots available, we'll do our best to accommodate special requests.
2. The appropriate booth fee is required to reserve booth space. Spaces will be assigned, firstcome, first-served upon receipt of application and fees. Fees are due by June 17, 2011.
3. All items to be sold MUST be appropriate for a family, children, and community-themed event. The festival committee members reserve the right to ask that inappropriate items not be displayed.
4. Set-up will start at 8:00 a.m. with Rose, White and Blue Festival/Picnic open from 10:00 a.m. to 2:30 p.m. Participants and spectators may arrive at the festival before 11:00 a.m. as the exact time of the conclusion of the parade is difficult to determine in advance. Clean-up will begin promptly at 3:00 p.m. Booths may NOT be taken down prior to 3:00 p.m. Vehicles will not be allowed to enter for load-out until City of San Jose officials deem the area clear of pedestrians.
5. City regulations require that all vehicles (except display vehicles) must be removed from the event area from 9:30 a.m. to 3:00 p.m.
6. Please make sure display items do not interfere with the flow of traffic.
7. Sellers must follow all local and state laws including State Board of Equalization rules regarding resale numbers. If applicable, resale numbers must be supplied with application. If you need help acquiring a temporary resale number please visit [www.boe.ca.gov](http://www.boe.ca.gov). A copy of your temporary seller's permit or resale license must be on display on the day of the event.