

FREMONT FESTIVAL OF THE ARTS

2024 Event Application

The Fremont Chamber of Commerce invites you to participate in the Fremont Festival of the Arts, our premiere street festival. The Fremont Festival of the Arts is among the largest free street festivals and is attended by over 350,000 visitors each year. This event features over 400 artisan booths, live musical entertainment, food vendors and trucks, rides and games for kids, and gourmet specialty food items.

The Fremont Festival of the Arts will be on August 3rd and 4th, 2024 from 10:00 AM to 6:00 PM on both days.

To apply for this event, please fill out the appropriate pages of this application and return it to the Fremont Chamber of Commerce no later than 12:00 PM on July 19th, 2024. Each applicant must fill out the General Info page, the Payment page, sign the General Rules and Regulations, along with specific Vendor Rules and Regulations, provide Resale License information, submit a Certificate of Insurance, and if applicable submit Health Permit application directly to Alameda County Health Department before they can be accepted into the event.

Space is limited. Don't miss this great opportunity to participate in one of the Bay Area's most prestigious events.

Apply TODAY!

General Information

Name: _____

Company: _____

Street: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

On Site Contact: _____

On Site Contact Cell: _____

Send Completed Application and Payment to:

FREMONT CHAMBER OF COMMERCE
39488 STEVENSON PLACE, STE. 100
FREMONT, CA 94539

Phone: (510) 795-2244

Fax: (510) 795-2240

Email: applications@fremontfestival.net

Please check what type of exhibitor you are:

- Business Marketplace:** Chamber members exhibiting products and services (complete pgs 1, 2, 6, 7, attach COI)
- Gourmet Marketplace:** Packaged gourmet food (complete pgs 1, 3, 6, 8, attach Health Permit proof and COI)
- Food Vendor:** Food prepared to enjoy at the event (complete pgs 1, 4, 6, 9, 11, 12 attach Health Permit proof and COI)
- Street Performer:** Perform such services as face painting, henna tattoos, balloon animals, etc. (complete pgs 1, 5, 6, 10, attach COI)

Description of your product: _____

APPLICATION CHECKLIST:

(your application is not complete w/o the following)

- General Info** (pg 1)
- Payment Information** (pgs 2, 3, 4, or 5)
- General Rules signed/dated** (pg 6)
- Vendor Specific Rules signed/dated** (pgs 7, 8, 9, 10, or 11)
- Certificate of Insurance; \$1,000,000 Liability; FCOC listed as Additional Insured**
- Resale License** provide number here: _____
- Fremont Business License** provide number here: _____
- Food Vendor Menu Proposal** (if applicable - pg 12)
- Alameda County Health Permit application submitted** if applicable, provide date here: _____

FREMONT FESTIVAL OF THE ARTS

Payment Information

Business Marketplace

Chamber Members Exhibiting or Selling Products and Services

(pgs 1, 2, 6, 7, and submit COI)

Questions? Contact Cindy at cbonor@fremontbusiness.com

FEES BREAKDOWN

SPACE PRICING

- Single Front Corner (10'x10') \$ 800 \$ _____
(only 3 Front Single Corners available)
- Double Front Corner (10'x20') \$ 1600 \$ _____
(only 1 Front Double Corner available)
****Discounts do not apply to Front Corner**

- Single space (10'x10') \$ 575 \$ _____
- Double space (10'x20') \$1150 \$ _____
- Shared Single space (10'x20') \$ 625 \$ _____
(2 members sharing single booth)
- Shared Single space (10'x20') \$ 1250 \$ _____
(2 members sharing single booth)
****Discounts do not apply to Shared Booths**

DISCOUNTS

****Special pricing if received by 6/14/2024**

- Single Booth \$ 525 \$ _____
- Double Booth \$ 1050 \$ _____

CITY FEES

- City of Fremont Business License
Provide # _____

OR

- Pay City of Fremont vendor fee \$ 5 \$ _____

TOTAL \$ _____

FORM OF PAYMENT

- Check enclosed: Make check payable to Fremont Chamber of Commerce
- OR**

- Please charge my Credit Card:

*A 3.5% service fee will be added to all credit card transactions.

Name on card: _____

Card #: _____ CVV _____

Expiration date: _____ Zip code: _____

Signature: _____

Please note that all Business Marketplace exhibitors MUST be members of the Fremont Chamber of Commerce. For more information about membership, please contact us at 510-795-2244.

FREMONT FESTIVAL OF THE ARTS

Payment Information

Gourmet Marketplace

Packaged Gourmet Food

(pgs 1, 3, 6, 8, submit COI, and submit Health Permit Application to County of Alameda)
Questions? Contact Matt at msenekere@fremontbusiness.com

FEES BREAKDOWN

SPACE PRICING

- Single space (10'x10') \$ 450 \$ _____
- Double space (10'x20') \$ 900 \$ _____
- Corner space (10'x20') \$ 125 \$ _____

(only 8 Corner Spaces available)

****Corner fee is in addition to Space fee**

DISCOUNTS

****Special Chamber Member Discount**

- 10% Booth Discount - \$ _____

CITY FEES

- City of Fremont Business License
Provide # _____

OR

- Pay City of Fremont vendor fee \$ 5 \$ _____

TOTAL \$ _____

FORM OF PAYMENT

- Check enclosed: Make check payable to Fremont Chamber of Commerce
- OR**

- Please charge my Credit Card:

**A 3.5% service fee will be added to all credit card transactions.*

Name on card: _____

Card #: _____ CW: _____

Expiration date: _____ Zip code: _____

Signature: _____

Please note that Gourmet Marketplace exhibitors do NOT have to be members of the Fremont Chamber of Commerce in order to participate, however, members do enjoy a 10% Discount. For more information about membership, please contact us at 510-795-2244.

FREMONT FESTIVAL OF THE ARTS

Payment Information

Food Vendor

Food Prepared to Enjoy at the Festival

(pgs 1, 4, 6, 9, 11, 12 submit COI, and submit Health Permit Application to County of Alameda)
Questions? Contact Cindy at cbonor@fremontbusiness.com

FEES BREAKDOWN

SPACE PRICING

- Single space (10'x10' on street) \$ 850 \$ _____
- Extended Single Space (10'x15' on street) \$ 1275 \$ _____
- Double space (10'x20' on street) \$ 1700 \$ _____

DISCOUNTS

****Special Chamber Member Pricing**

- Single Booth (10'x10') \$ 650 \$ _____
- Double Booth (10'x20') \$1300 \$ _____

DEPOSIT

****Refundable**

- Cleaning Deposit \$ 250 \$ _____

CITY FEES

- City of Fremont Business License
Provide # _____

OR

- Pay City of Fremont vendor fee \$ 5 \$ _____

TOTAL \$ _____

Additional 10% of gross sales must be paid to the Fremont Chamber which helps support local non-profit organizations. This will be collected Sunday, August 4th, after the close of the Fremont Festival of the Arts, and must be paid in CASH.

FORM OF PAYMENT

- Check enclosed: Make check payable to Fremont Chamber of Commerce
- OR

- Please charge my Credit Card:

**A 3.5% service fee will be added to all credit card transactions.*

Name on card: _____

Card #: _____ CVV _____

Expiration date: _____ Zip code: _____

Signature: _____

Please note that Food Vendors do NOT have to be members of the Fremont Chamber of Commerce in order to participate, however, members do enjoy a reduced entry fee. For more information about membership, please contact us at 510-795-2244.

FREMONT FESTIVAL OF THE ARTS

Payment Information

Street Performers

Services such as Face Painting, Henna Tattoos, Balloon Animals, etc.

(pgs 1, 5, 6, 10, submit COI)

Questions? Contact Matt at msenekeremian@fremontbusiness.com

FEES BREAKDOWN

SPACE PRICING

- Single space (10'x10') \$ 400 \$ _____
- Double space (10'x20') \$ 800 \$ _____

DISCOUNTS

****Special Chamber Member Discount**

- 10% Booth Discount - \$ _____

CITY FEES

- City of Fremont Business License
Provide # _____

OR

- Pay City of Fremont vendor fee \$ 5 \$ _____

TOTAL \$ _____

FORM OF PAYMENT

- Check enclosed: Make check payable to Fremont Chamber of Commerce
OR

- Please charge my Credit Card:

**A 3.5% service fee will be added to all credit card transactions.*

Name on card: _____

Card #: _____ CW _____

Expiration date: _____ Zip code: _____

Signature: _____

Please note that Street Performers do NOT have to be members of the Fremont Chamber of Commerce in order to participate, however, members do enjoy a 10% Discount. For more information about membership, please contact us at 510-795-2244.

FREMONT FESTIVAL OF THE ARTS

Rules and Regulations

General Festival - All Participants

Insurance: Adequate insurance against all public liability claims and costs, including reasonable attorney's fees incurred as a result of any personal injury or property damage is required. Exhibitors are required to provide a Certificate of Insurance naming the Fremont Chamber of Commerce as an additional insured. Insurance Policy Limit must be a minimum of \$1,000,000. Sample COI: tinyurl.com/2023FOAsample

Booth Fees & Payment: Booths will be sold on a first come, first serve basis as space is limited. Full payment must accompany the completed application. Booth space will not be confirmed without full payment. There is a \$45 charge for returned checks.

Cancellation: Cancellations received prior to 5:00 p.m. on **Friday, June 28th, 2024** will receive a full refund of participation fees, less credit card service fee. Cancellations received after that date will not be subject to refund unless booth space is resold.

Rule Violations: Any flagrant violations of the Festival of the Arts guidelines and rules set forth by the Festival Committee will constitute an immediate removal from the Festival of the Arts with no refund. Failure to comply with Festival of the Arts rules will forfeit eligibility in future years.

Parking: Parking will be made available for all vendors. Please park in the designated Festival Vendor Parking areas or your car may be towed.

Set Up and Tear Down: Festival of the Arts hours are 10:00 a.m. to 6:00 p.m. Saturday, August 3rd and Sunday, August 4th. Booths must be set-up and staffed no later than 9:30 a.m. on Saturday and may not be disassembled before 6:00 p.m. on Sunday.

Clean Up: Booth area must be kept clean during the entire show and is the responsibility of the vendor. In addition, each vendor is responsible for leaving his/her booth space clean and free of debris at the end of the show. Should a vendor fail to leave his/her booth space clean and free of debris at the end of the show, the vendor may forfeit his/her right to participate in future shows or will be required to submit a cleaning deposit for future shows.

Trash and Recyclables: Vendors must transport their recyclable materials (cardboard, glass, aluminum) and other trash to the designated Festival bins. The Festival provides ample space for your convenience, please do not use our neighbors bins.

Damage: You are responsible for any damage that may result from your participation (deliveries, improper set-up, extending outside the booth perimeters, etc.). The Fremont Chamber of Commerce is not responsible for any theft or damage.

Electricity: Electricity is not available on the Festival site. Should you require electricity, you must provide a generator and inform Festival management on your application (prior to the Festival date). Festival management must approve the use of generators. Generators must be "whisper quiet" and not exceed 1200 watts.

Pets: Pets and animals are not allowed in booths or on Festival of the Arts grounds.

Alcoholic Beverages: Absolutely no alcoholic beverages will be allowed or consumed in any booth or brought onto Festival of the Arts grounds. Violation of this rule will result in the immediate closure of the booth with no refund.

Smoking: Absolutely no smoking will be allowed in any booth, this includes electronic cigarettes and vaping devices. Violation of this rule will result in the immediate closure of the booth with no refund.

Photography: Festival reserves the right to use vendors' names and photographs in connection with promotion of the Festival.

Participation & Hold Harmless Agreement

The undersigned, as agent for the organization, individuals and/or agency represented agrees to abide by the rules and regulations in this agreement, and understands that should the organization, or members of the organization fail to observe and abide by the rules and regulations as set forth above, the organization will become ineligible to participate in future Festivals. I further agree to hold the FREMONT CHAMBER OF COMMERCE, THE CITY OF FREMONT, AND ITS AGENCIES, free and harmless from any and all liability for bodily injury, property damage or loss arising out of activities resulting from participation in the Fremont Chamber of Commerce annual Fremont Festival of the Arts, August 3rd and 4th, 2024.

Name: _____ Signature: _____ Date: _____

FREMONT FESTIVAL OF THE ARTS

Rules and Regulations

Business Marketplace

City Vendor Fee: The City of Fremont requires any vendor located within the City of Fremont to have a business license. If your business is located within city limits, you must provide your business license number on this application. If your company is not located within city limits, you are required to hold a Temporary Vendor Permit. The fee is \$5 and is listed in the fee section of the application. Please remit this fee with your application and we will file the necessary permit application for you.

California Department of Tax & Fee Administration All vendors are required to submit a valid California Resale Number with application. Exempt vendors must submit California Department of Tax & Fee Administration form CDTFA-410-D with completed application. Documentation for exempt vendors must be submitted with your completed application. Form CDTFA-410-D can be found here: cdtfa.ca.gov/formspubs/cdtfa410d.pdf

Chamber Members: Participants in Business Marketplace must be members in good standing of the Fremont Chamber of Commerce at the time of the show.

Sales: Retail sales may be conducted in Business Marketplace booths. Sales in the booth must be the member's primary business as defined by the business of record at the Chamber office. Business Marketplace members may not solicit or collect donations for third party non-profit organizations.

Consumables: Food or beverages may not be served or sold by members, as this is in direct competition with our food vendors.

Booth Space Placement: Members will be assigned to booth locations in the order that they register. Member may not trade locations or sublet space without prior permission of the Chamber office.

Signage: Each individual booth is responsible for their own signage. No signs, banners or flags are to be attached above the booth. Members who represent products and services of another company will be able to display no more than one 24 inch by 36 inch poster of each company, with a maximum of four posters. Drawing prizes and giveaways will be limited to one 24 inch by 36 inch poster and may not conflict with any exclusive sponsor of the Festival of the Arts.

Booth Structure: Members must provide their own canopies, tables and chairs. Canopies can not exceed their allotted space and must be weighted to prevent blow-over from wind.

Shared Booth Space: Booth space may be shared between two member companies in good standing only. There is a surcharge for shared booths. Only one member may be named as Chamber contact. Chamber will not be responsible for multiple billings or mailings.

Vehicles: No street vehicles of any kind are to be displayed in Business Marketplace. Any other vehicles must be approved by Festival management, please contact the office by July 19th, 2024.

No Roaming: While handing out information about your company is encouraged, members must remain within their allocated booth space. Absolutely no roaming is allowed.

Be a Good Neighbor: Members are responsible for managing lines of visitors originating from their booths and must direct the line so as not to interfere with other members. In addition, please be considerate of other exhibitors in terms of display devices and sound volume.

First time Business Marketplace Members: Must attend a pre-Festival meeting on a date to be determined. We strongly encourage previous Business Marketplace members to attend as well.

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Name: _____ Signature: _____ Date: _____

FREMONT FESTIVAL OF THE ARTS

Rules and Regulations

Gourmet Marketplace

City Vendor Fee: The City of Fremont requires any vendor located within the City of Fremont to have a business license. If your business is located within city limits, you must submit a copy of your business license with this application. If your company is not located within city limits, you are required to hold a Temporary Vendor Permit. The fee is \$5 and is listed in the fee section of the application. Please remit this fee with your application and we will file the necessary permit application for you.

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Health Department: All vendors are required to obtain their own health permit specific to the Fremont Festival of the Arts from the Alameda County Environmental Health Department. A health permit for one's kitchen does not satisfy this requirement. Proof of an issued health permit, covering the entire duration of the Festival, must be received by the Fremont Chamber of Commerce no later than July 19th, 2024. Vendors who do not submit proof of an issued health permit by this date will not be allowed to participate in the Festival of the Arts and will forfeit all fees. An application can be filled out at: acgov.org/aceh/food/TFF_Application_Booth.pdf

Chamber Members: Vendors must be a member in good standing at the time of the application in order to receive the membership rate.

Booth Placement: Space location is assigned by the Fremont Chamber of Commerce. No vendors selling the same type of products will be placed next to each other. Accepted vendors will receive space assignments via email along with instructions one week prior to the Festival. Only applicants who have requested and paid for corners will be placed on corners.

Packaging and Items for Sale: Because proceeds of food concession sales are donated to charitable non-profit organizations, we do not allow the sale of individual portions for consumption at the Festival. The vendor must produce all items, no mass-produced or imported items will be allowed. All products must be packaged for the consumer to take home.

Product Descriptions: During the Festival, the products exhibited will be checked against the photos and the description provided with your application. If items exhibited are grossly different in nature than appears on this application, the vendor will be removed from the Festival and will forfeit all fees paid.

Ice: The Chamber does not supply ice; however, ice is available on site and is the responsibility of the organization to purchase as needed.

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Name: _____ Signature: _____ Date: _____

FREMONT FESTIVAL OF THE ARTS

Rules and Regulations

Food Vendor

City Vendor Fee: The City of Fremont requires any vendor located within the City of Fremont to have a business license. If your business is located within city limits, you must submit a copy of your business license with this application. If your company is not located within city limits, you are required to hold a Temporary Vendor Permit. The fee is \$5 and is listed in the fee section of the application. Please remit this fee with your application and we will file the necessary permit application for you.

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Food Menu Approval: Each vendor must have food items approved by the Festival Committee. No changes may be made without prior approval. In order to prevent saturation, the Festival will limit the selling of the same type of food items. Vendors may be asked to change from a specific food item if it is found that too many vendors are selling similar items. The vendors selling that food item for the longest period of time will be allowed to continue selling that item.

Sponsorship: In the event that an exclusive corporate sponsorship agreement is secured with a food or beverage company, all food booth vendors will be required to support the products available through that exclusive sponsorship agreement.

Sales Commission: Additional 10% of gross sales must be paid to the Fremont Chamber which helps support local non-profit organizations. This will be collected Sunday, August 4th, 2024, after the close of the Fremont Festival of the Arts, and must be paid in CASH.

Deposit: A refundable deposit of \$250 must accompany the completed application. The deposit will be refunded within 30 days following the Festival provided nightly inspections indicate that the food booth was clean and upon receipt of the 10% gross sales commission. Vendors will be issued a warning if an inspection reveals a trash problem and will be given the opportunity to correct the problem. The goal of the Festival is not to keep your deposit but to keep the Festival site clean and safe, thus reducing costs and liabilities for all.

Booths: Food booths containing a mesh covering and all other furnishings must be provided by food vendor. Your food booth should be designed to protect food and beverages from contamination. The following features are required:

- a. Overhead Covering – a tent top, such as an EZ Up.
- b. Entirely Enclosed – all four sides shall be enclosed, with the exception of a pass-thru serving window and entrance/exit way. Mesh screening or clear plastic/vinyl sheets are recommended. The entrance/exit way must be close-able.
- c. Pass-Thru Window - should only be large enough to serve your food through, with a flap or screen to cover the window or opening.
- d. Ground Cover – a tarp or wood boards prevents food and beverage supplies from coming into contact with the ground.
- e. Name – the name of the food booth (minimum 3 inch letters of contrasting color), city, state, zip code, and name of the operator must be legible and clearly visible to customers.
- f. All food items must be prepared, cooked and served from inside the food booth (exceptions are: BBQ/grill or cooking equipment required to be operated outside by the local fire authority)

Booth Layout: Food and beverages may be served from the front of the booth only.

Samples: Although product sampling is encouraged, the distributing of samples must be done within the confines of your booth. Individuals may not stand outside the booth and distribute samples.

Ice: The Chamber does not supply ice; however, ice is available on site and is the responsibility of the organization to purchase as needed.

Grey Water: All water and ice are to be disposed of in nearby grey water containers.

Food Storage: Trucks will not be allowed on the Festival site before 9:00 p.m. on Friday, August 2nd, 2024. The Festival Committee must approve parking placement of trucks.

Participation & Hold Harmless Agreement

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Name: _____ Signature: _____ Date: _____

FREMONT FESTIVAL OF THE ARTS

Rules and Regulations

Street Performer

City Vendor Fee: The City of Fremont requires any vendor located within the City of Fremont to have a business license. If your business is located within city limits, you must submit a copy of your business license with this application. If your company is not located within city limits, you are required to hold a Temporary Vendor Permit. The fee is \$5 and is listed in the fee section of the application. Please remit this fee with your application and we will file the necessary permit application for you.

California Department of Tax & Fee Administration All vendors are required to submit a valid California Resale Number with application. Exempt vendors must submit California Department of Tax & Fee Administration form CDTFA-410-D with completed application. Documentation for exempt vendors must be submitted with your completed application. Form CDTFA-410-D can be found here: cdtfa.ca.gov/formspubs/cdtfa410d.pdf

Product Sales: You are limited to two items for sale; each item must be handcrafted and related to your talent. Each item must be listed and described in detail (on page 1 under "Description of your product"). Absolutely no commercial or mass produced products are permitted.

Product Approval: Festival Management has sole discretion in the approval of all products and services to be sold at the event.

Food & Beverage Sales: Absolutely no consumable food or beverage may be served or sold in the Street Performer space.

Placement: All performers will be assigned a booth space and stay in that 10x10 area. No blocking foot traffic or mobile performances are allowed. The Festival reserves the right to relocate Street Performer at any time if necessary.

Check In: Street Performers will check in no later than 9:30 a.m. on Saturday, August 3rd, 2024. If entertainer has not checked in by 9:30 a.m., the Festival reserves the right to reassign space. Should Street Performer not be able to perform, no refund will be made.

Credentials: Street Performer will wear or display an official Street Entertainer badge that designates the entertainer as an authorized participant of the Fremont Festival of the Arts. *(No exceptions will be made).*

Equipment: Street Performer will be responsible for personal equipment and set-up.

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Name: _____ Signature: _____ Date: _____

FREMONT FESTIVAL OF THE ARTS

Signage Rules

Food Vendors

1. You may create and use signs for your booth to help promote your organization or the food items that your organization is selling.
2. Flag type signs, (vertical signs no larger than 34" x 60"), may be hung above the roof line of the booth. However, your organization is responsible for hanging the signs so they withstand wind; and, your organization is responsible for adequately weighting your booth to counterbalance the sign weight and pull from the wind. Festival Staff has final say as to whether the sign is installed and booth adequately weighted to ensure the safety of our guests.
3. If you are using horizontal banners, you may attach the top two holes, but not the bottom two, so that wind may blow through.
4. Third party signage of any kind is not allowed.
5. Signage may be installed in the back of your booth or below the counter line of the booth.
6. A-frame signs are allowed but it may not be placed in the aisle ways or in any area that may be deemed a trip hazard by festival staff. Additionally, the A-frame may not be placed more than two feet from your booth.
7. You may not hang signage other than 8 ½" x 11" price sign off the front mesh covering of your booth. Any damage caused by hanging the signs on the booth mesh will be the responsibility of the organization and damage fees will be deducted from your deposit.
8. Do not cover any signage required by the various health and regulatory agencies policing our Festival.
9. The Festival management will remove signs deemed to be unsafe or in violation of these rules. In addition, violation of these rules may result in the forfeiture of your booth in future festivals.

Name: _____ Signature: _____ Date: _____

FREMONT FESTIVAL OF THE ARTS

Menu Proposal

Food Vendor

Please be very detailed.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

EQUIPMENT:

- BBQ - Charcoal
- BBQ - Other
- Gas / Propane Tank (circle one)
- Refrigerator Truck - Size:
- Deep Fat Fryer
- Oven
- Fire Extinguisher (circle one): Class A / Class B / Class C / Class D
- Condiment Table - size:
- Other (please list):

ADDITIONAL SPACING REQUIREMENTS:

If you are requesting space outside of the allotted 10x10 booth you must provide a diagram depicting your needs. Failure to do so will limit you to a 10x10 booth space.