



**2017 PLEASANTON DOWNTOWN ASSOCIATION (PDA)  
1<sup>ST</sup> WEDNESDAY STREET PARTY  
NON-PROFIT APPLICATION**

<b>For Office Use Only</b>	
Received	_____
Check #	_____
Amount	_____
Booth #	_____

**Take advantage of this unique opportunity to market your business to 25,000 attendees each month!**

Business Name \_\_\_\_\_

Pleasanton Business License # **(Required)** \_\_\_\_\_

501c3 Non-Profit ID Number **(Required)** \_\_\_\_\_

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

Address \_\_\_\_\_

Email **(Required)** \_\_\_\_\_ Phone \_\_\_\_\_

Type of Business \_\_\_\_\_

List items/services you will be selling or promoting (please be specific) \_\_\_\_\_

**FEES:            \$60 per 10' x 10' booth space**  
**No Refunds. Rain or shine event**  
**Booth space assigned on a first come first served basis**

Please check each date you would like to participate:

- |  |                |
|--|----------------|
| <input type="checkbox"/> Cinco de Mayo Celebration | May 3, 2017    |
| <input type="checkbox"/> Jump into Summer          | June 7, 2017   |
| <input type="checkbox"/> Salute to Public Safety   | July 5, 2017   |
| <input type="checkbox"/> Dog Days of Summer        | August 2, 2017 |

<b>Payment Equation</b>	
<b><u>Please fill out</u></b>	
_____ # of spaces requested	
per event	
x \$60 cost per 10x10 space	
x _____ total # of events	
= _____ payment required	

IF YOU ARE A FOOD VENDOR/RESTAURANT OR A BUSINESS DESIRING TO SELL OR GIVE AWAY FOOD AND/OR BEVERAGES, YOU MUST BE PREAPPROVED BY THE PDA AND YOU ARE REQUIRED TO OBTAIN THE APPROPRIATE ALAMEDA COUNTY HEALTH PERMIT(S) COVERING THE DATE(S) OF EACH EVENT IN WHICH YOU PARTICIPATE. YOU WILL ALSO BE REQUIRED TO SUBMIT PROOF OF LIABILITY INSURANCE NAMING THE PLEASANTON DOWNTOWN ASSOCIATION AND THE CITY OF PLEASANTON AS ADDITIONAL INSURED AT LEAST 30 DAYS PRIOR TO EVENT.

Contact information for Alameda County is:  
Alameda County Environmental Health Services  
510-567-6748  
<http://www.acgov.org/aceh/food/temp.htm>

**ALL APPLICANTS ARE REQUIRED TO ADHERE TO THESE RULES AND REGULATIONS**

In consideration of the Pleasanton Downtown Association (PDA) accepting my booth space fee(s), I and any companions, helpers, family members, or others occupying my booth, intending to be legally bound for myself, my successors, assigns, heirs, executors and administrators, shall defend, indemnify and hold harmless the Pleasanton Downtown Association and the City of Pleasanton, and their respective officers, employees, agents, and volunteers, from any liability for damages or for damage for personal injury, including death, as well as for damages to property, which arise out of participating in this event

I/We \_\_\_\_\_, applicant at the Pleasanton

(INSERT BUSINESS/ORGANIZATION NAME HERE)

Downtown Association 1<sup>st</sup> Wednesday Street Party(ies) have read and agreed to the above rules and regulations, as well as those listed on the attached sheet entitled "ADDITIONAL GUIDELINES". I further certify that all helpers in my booth will also adhere to the above rules.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

**Please mail or drop off your completed application and payment (cash or checks only payable to PDA) to:**

Pleasanton Downtown Association  
4725 First Street, Suite 200  
Pleasanton, CA 94566

*Application will not be processed without payment. No exceptions.*



**Please retain this page for your reference.**

- 1. Only ONE (1) business or organization may apply for, occupy and operate from the assigned booth space(s) during each event. Failure to adhere to this rule will result in dismissal from the current event and you may be prohibited from attending future events.**
2. All dealings conducted by booth personnel must be performed so as not to infringe upon the rights of other vendors or offend visitors to the event. Should the vendor desire to pass out printed material, or other articles, this must take place only from within the assigned space. No manner of attracting attention in a noisy or undignified manner will be permitted. No loud music or amplified voice equipment systems are permitted.
3. The Pleasanton Downtown Association (PDA) reserves the right to reasonably refuse service and/or booth rental to anyone.
4. The PDA retains the rights to restrict, exclude or evict vendors or exhibits which, because of their method of operation, noise or other features, become objectionable or which, in the opinion of the PDA may detract from the general character of the event as a whole. This includes persons, things, printed matter, or anything else the PDA judges to be objectionable. If the above mentioned action becomes necessary, PDA will retain the booth fee paid as liquidated damages for breach of this agreement.
5. All vendors setting up a canopy in a space must have it properly anchored and constructed. PDA shall not be responsible or liable for a vendor's use of a canopy or its construction. Each vendor shall hold the PDA harmless from and indemnify the PDA against any injury or property damage that may occur due to the use of a canopy. If a vendor erects a canopy, PDA reserves the right to require the vendor to take it down at any time due to windy conditions; however, the PDA will not be liable for this decision. The PDA will not give refunds if it requires the removal of canopies. Vendors are not to make any holes in vendor or parking area surfaces. Canopies must be erected within boundaries of the booth and no overhang outside these boundaries will be allowed. Any tent or canopy which can hold more than ten people must have a State Fire Marshall tag indicating that it is flame retardant.
6. PDA reserves the right to formulate additional rules and regulations if necessary and each vendor shall abide by such additional rules and regulations, or if unwilling to do so, vendors are entitled to cancel and will not be admitted to the selling field.
7. Vendors are required to keep their booth area and the area directly in front of their booth clean. When leaving, your space **MUST** be in the same condition as when you arrived or you may be prohibited from attending future events. Trash, boxes, or other debris may not be left on the grounds.
8. Trash should only be placed in designated receptacles (City trash cans and cardboard receptacles adjacent to them on Main Street). No trash should be placed in other local merchants' trash containers.
9. Any vehicle illegally parked will be cited and/or towed.
10. No vendor is allowed to have any open container of flammable or combustible liquids, or use any flammable or combustible liquids for repair or demonstration purposes. Food preparation liquids and beverages are exempted.
11. Any spillage of food, beverage, liquids, etc. must be cleaned up in an appropriate fashion. Vendors may be charged for any such services provided by PDA or City of Pleasanton representatives.
12. Execution and submittal of this application constitutes the implied agreement by the vendors to adhere to Pleasanton Downtown Association (PDA) 1<sup>st</sup> Wednesday Street Party Rules and Regulations. All vendors and their helpers assume all risk of personal injury and loss of property. The PDA reserves the right to revoke any license granted by this contract.

## **ADDITIONAL GUIDELINES**

**Please retain this page for your reference.**

- HOURS:** Move in and set-up time for vendors 5:00PM-5:45PM. Event 6:00PM - 9:00PM. Tear down 9:00PM-9:30PM.
- SET UP** Streets will be barricaded at 4:30PM. No vendor vehicles on Main Street after 5:30PM. Sellers must have proper paper work to move on venue (parking permit provided by PDA with your confirmation). Set up of your booth must be completed by 6:00PM.
- MOVE OUT:** **DO NOT** begin tear-down until 9:00PM. No vehicles will be permitted on Main Street before 9:00PM. Please leave booth space clean. All vehicles must be off Main Street by 9:45PM.
- CANCELLATION:** ALL SALES ARE FINAL. Event is RAIN OR SHINE. No refunds will be given.
- VEHICLES:** No vehicles or trailers may remain in selling spaces **without pre-approval and permission from the PDA Event Manager.**
- ELECTRICITY:** No electricity is available to booths. Only **whisper-quiet** generators will be allowed. Any power cables must be taped down. PDA Event Manager or designated representative can revoke the use of the generator at any time due to noise, fumes or excessive complaints from other vendors, City officials or the general public.
- CANOPIES, TABLES AND CHAIRS:** The PDA does NOT supply canopies, tables or chairs.
- LICENSES/PERMITS:** Each vendor (excluding 18U Community Groups) shall have a current City of Pleasanton Business License and shall comply with all applicable City, County, State and Federal laws. All food vendors must have appropriate Alameda County Health permits visible in their booths. Food vendors must provide the PDA with all permits and proof of liability insurance (naming Pleasanton Downtown Association and the City of Pleasanton as additional insured) at least 30 days prior to the event.
- MERCHANDISE:** No animals, guns or ammunition may be sold. Due to the family atmosphere of the event, PDA reserves the right to restrict the sale of printed adult (x- rated) material, photographs, books, and magazines in order to maintain a proper moral and wholesome environment. No vendor shall display any adult related materials in any manner which would allow them to be seen by minors. Offensive materials are not permitted to be sold or displayed at the event(s). PDA reserves the right to ask any vendor to pack up and leave or to exclude any vendor from exhibiting at future events.
- RESERVATIONS:** Booth spaces will be assigned for this event on a first come, first serve basis, subject to availability.
- PROPERTY:** The vendor is advised that the PDA assumes no responsibility whatsoever to insure the safety or protect in any way, the property of the vendor from fire, theft, malicious

mischief, accident, rain, wind, or other perils. The vendor is charged with the responsibility of protecting his/her own property at all times during the event.