

## **2010 FESTIVAL DE LA FAMILIA ARTS AND CRAFTS APPLICATION**

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**Sunday, April 25, 2010 • 10:00 a.m. to 6:00 p.m.**

Festival de la Familia is Sacramento's premier Latino Heritage celebration, designed to showcase the Latino community and culture. This is the 19<sup>th</sup> year of the Festival and it will be held on Sunday, April 25, 2010, at the Cal Expo. The Festival includes authentic and original arts and crafts, traditional foods, varied entertainment, children's activities, community outreach for services, and much more. Our goal is to offer a wide variety of Latino culture and cuisines. Participation is open to all who can demonstrate an ability to enrich the event.

**Applications must be completed and postmarked by March 22, 2010, to be reviewed for participation. A late application may be considered depending on space availability. The attached application includes information regarding the event, criteria for participation, selections process, space/booth details, fees, permits, and other specific details. If you have questions about this application and /or need further details, please call (916) 361-9026 or email the chairperson directly at: [clarachapala3916@comcast.net](mailto:clarachapala3916@comcast.net).**

**FOR PARTICIPATION:** All vendors must meet the participation criteria set by the Festival's Executive Committee. This includes: 1) Artifacts and products that reflect Latino culture, 2) A valid seller's permit on the day of the event, 3) An understanding and appreciation of the Latino culture and people, 4) The ability to promote a positive image of Latino family values, and 5) Bilingual personnel available to staff the booth at the event. **If this is your first year as a vendor, please include a photograph(s) of your products with the application. Only products that reflect Latino culture may be sold. Commercial items such as sunglasses, cell-phone carriers, or similar products are prohibited.**

**SELECTION PROCESS:** Once applications have been received, the Selection Committee will review and select those that best satisfy and meet the goals and selection requirements of the Festival de la Familia. Notice of acceptance or rejection will be mailed to the contact person identified on the application by March 31, 2010. **New vendors may be required to attend a mandatory orientation (to be scheduled during the first two weeks in April).**

**SPACE / BOOTH /CANOPY DETAILS:** Standard booth space size is 10' X 10'. Personal equipment such as additional chairs and canopies are acceptable with prior approval from the Arts & Crafts Committee. Set-up and take-down is included for canopies or booths rented from Festival.

**FEES:** There is a change in our vendor's fee schedule due to escalating costs to continue presenting the Festival. **Please review the application carefully.** We prefer fee payments to be by **Money Order** or **Cashiers Check** and made payable to *Festival de la Familia*. All fees must be postmarked or otherwise submitted by **April 1, 2010**.

**PERMITS:** All arts and crafts vendors must have a **Seller's Permit** issued by the California State Board of Equalization. If your group or company does not have a Seller's Permit number, a temporary number may be issued. **Contact the Board of Equalization office, (916) 227-6700 for an "Application for Temporary Seller's Permit".**

**CONTACT:** If you need further information regarding the Arts and Crafts vendors application criteria you may reach the chairperson, Clara Chapala by email at [clarachapala3916@comcast.net](mailto:clarachapala3916@comcast.net) or at (916) 361-9026.

**APPLICATIONS MUST BE POSTMARKED BY March, 22, 2010.**

**Mail to: Clara Chapala, Chair  
FDLF Arts and Crafts Committee  
3916 Arderly Ct.  
Sacramento, CA. 95826**

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Contact Name: \_\_\_\_\_ Date \_\_\_\_\_  
 Company/Organization Name: \_\_\_\_\_  
 Name to appear on booth sign (22 letters maximum): \_\_\_\_\_  
 CA State Board of Equalization Seller's Permit Number \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Work Phone: (\_\_\_\_) \_\_\_\_\_ Home Phone/Mobile Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

1.) Have you participated in Festival before? If yes, which years? \_\_\_\_\_

2.) Describe your merchandise and list associated price ranges. **If this is your first year you must include photograph(s) of your products with your application.** (NOTE: Food and beverages cannot be sold in any Arts & Crafts Booths.)

Name Item(s):	Price Range:

2.) What country or culture(s) do your crafts represent? \_\_\_\_\_

3.) Will you need electricity? YES [ ] NO [ ] **Note:** There is a \$50.00 fee for electricity.  
 Do you have any special electrical needs (i.e. 220v)? If yes, please describe.

4.) Will you provide your own booth? YES [ ] or NO [ ] \_\_\_\_\_

5.) How many people will staff your booth during the Festival event? \_\_\_\_\_

**VENDOR FEES (includes two admission tickets and 1 parking pass) due by April 1, 2010**

<u>Space Options</u>	<u>Fees</u>
Option # 1: 10' X 10' space only, 1 table/2 chairs	\$300. \$ _____
Option # 2: 10' X 10' space, 1 table/2 chairs and Shade Canopy	\$445. \$ _____
Electricity (if required)	\$50. \$ _____
<b>TOTAL FEES \$ _____</b>	

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