



Bay Area Craft Beer Festival  
Martinez Waterfront  
Saturday, April 13, 2024  
11am to 4pm

**COMMERCIAL SPONSOR  
VENDOR APPLICATION**

**Bay Area Craft Beer Festival**  
**Main Street Martinez, Inc. DBA Downtown Martinez & Co.**  
PO Box 776, Martinez, CA 94553  
(925) 228-3577

**Commercial Sponsor (non-exclusive): \$750 10x10 space**  
**Commercial Sponsor (exclusive): \$2,000 per 10x10 space**  
**(includes premium placement, marketing/social media post, logo on marketing material\*, two free tasting tickets).**

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

Commercial Sponsor (non-exclusive) \_\_\_\_\_ Commercial Sponsor (Exclusive) : \_\_\_\_\_ (check one)

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

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

Home Phone: \_\_\_\_\_ Cell Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Valid Resale Number (Required if selling): \_\_\_\_\_

Items to be sold or promoted: \_\_\_\_\_

Vendor may pre-purchase a beer tasting ticket for \$35 (reg. \$60-\$70 at the door)

Must present valid photo ID at the event when redeeming ticket for glass.

Vendor Space: \$ \_\_\_\_\_

\_\_\_\_\_ Tasting Ticket(s) @ \$35 each: \_\_\_\_\_

Total amount enclosed: \$ \_\_\_\_\_

Make checks payable to Main Street Martinez, PO Box 776, Martinez, CA 94553

## Bay Area Craft Beer Festival Vendor Rules and Regulations

- Vendors must supply their own tents, tables, and chairs
- No pets/animals allowed.
- This is a 21 years and older event. **Nobody under 21 allowed including vendors.**
- All tents and booth structures must abide by safety measures to insure the booth is adequately secured in case of bad weather or strong winds.
- Vendors must list their Valid California Resale Certificate number on the application.
- All fees should be included with application and must be paid in full. Please make checks payable to Main Street Martinez.
- No electricity or water available.
- Only the space is provided. Vendors must provide any equipment they need including tents, tables, decorations and advertising materials for their business or organization.
- Parking provisions, set-up information and any show details will be mailed to you upon acceptance.
- All booths are required to be open during specified hours. Exhibitors will be responsible for all booth structures, set-up, and furnishings, i.e. tables, chairs, signage, etc. Participants will be asked to leave without refund if not in compliance with Festival rules. No exclusive rights for sale of any item will be guaranteed. Booth participants are responsible for cash on hand to make change
- This is a rain or shine event. Fees will not be refunded for weather or events beyond the control of Main Street Martinez or City of Martinez. Main Street Martinez cannot be held liable by vendors for event cancellation. With exception of the following: the event be forced to cancel due to COVID-19 mandate in which case full refund will be issued or if Rain is extreme and the City deems field closed in which case the event will be rescheduled and vendor fee will be applied to new date.
- Promoter may, at its sole option, demand that Vendor cease selling any items that are not approved in advance and listed on application. No exclusivity guaranteed.
- Promoter takes no responsibility for any losses incurred through theft, carelessness, force majeure, riots, power outage or power surges.
- Vendor is responsible for any damage to the grounds resulting from product spillage or any other destruction resulting from Vendor's operations during the Bay Area Craft Beer Festival.
- Must be ready for fire department inspections by 10am. All equipment must be removed and cleanup completed by 6:00pm.
- Two Beer tasting tickets are included in vendor booth fee. Additional tasting tickets are \$35 each if ordered in advance. \$70 at the gate. 21 and over only.
- I am enclosing payment in full. A full refund will be given to me if I am not accepted. Promoter has complete decision rights whether or not to accept my application.
- Upon acceptance, you will be mailed detailed information you will need for set-up, during the event, and break-down.
- ALL booth staff be 21 years of age or older to enter the event grounds. NO EXCEPTIONS.

### RELEASE AND HOLD HARMLESS:

I, the undersigned, hold Bay Area Craft Beer Festival organizers and sponsors, Main Street Martinez and the City of Martinez, its agents, employees or contractors, harmless for any injury I may sustain or may cause to be sustained by others, COVID-19 exposure/illness, or any loss of property that may occur with any activity at or associated with the Bay Area Craft Beer Festival. I have read, understand, and agree to the rules and regulations

Signed: \_\_\_\_\_

Date: \_\_\_\_\_