

52<sup>nd</sup> 2017

# BORREGO DAYS

## *Desert Festival*

October 20-22

### TIMELESS BORREGO

#### **VENDOR APPLICATION**

CONTACT ED DECKER, [ED@MCFARLANEPROMOTIONS.COM](mailto:ED@MCFARLANEPROMOTIONS.COM), 619.261.5664 DIRECT  
MCFARLANE PROMOTIONS, INC. 619.233.5008





## VENDOR APPLICATION

FOR MORE INFORMATION CONTACT ED DECKER  
[ED@MCFARLANEPROMOTIONS.COM](mailto:ED@MCFARLANEPROMOTIONS.COM), DIRECT 619-261-5664  
 MCFARLANE PROMOTIONS 619-233-5008

**SUBMISSION DEADLINE September 30, 2017**

<u>EVENT DAYS AND HOURS FOR VENDORS</u>			
EVENT DAY	SET UP	OPEN	TEAR DOWN
FRI, OCT 20	10:00 AM – 5:00 PM		
SAT, OCT 21	6:00 AM – 8:00 AM	10:00 AM – 5:00 PM	
SUN, OCT 22		10:00 AM – 5:00 PM	5:00 PM – 9:00 PM

*(NOTE: If you are a HANDMADE Arts & Crafts Vendor DO NOT COMPLETE THIS APPLICATION until you have contacted the Soroptimist International's Borrego Days Representative, Judy Stewart, [judy@stewart-financial.com](mailto:judy@stewart-financial.com), 760-807-1785, to see if there is room in their area. If their area is full, please COMPLETE THIS APPLICATION NOW as space is limited.)*

### APPLICANT INFORMATION

APPLICATION MUST BE COMPLETED IN FULL FOR CONSIDERATION

VENDOR OFFERINGS (CHECK ALL THAT APPLY):  
 NON-FOOD BOOTH  SALES  INFORMATION  CHARITY  ACTIVITIES  
 FOOD  BOOTH  CART  TRUCK LENGTH \_\_\_\_\_ WIDTH \_\_\_\_\_

ARE YOU A LOCAL BORREGO SPRINGS  NONPROFIT ORGANIZATION OR  MAINSTREET MERCHANT OR RESTAURANT

VENDOR NAME \_\_\_\_\_ DBA (DOING BUSINESS AS) \_\_\_\_\_

AUTHORIZED REPRESENTATIVE NAME \_\_\_\_\_ TITLE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE NO. DAYTIME \_\_\_\_\_ PHONE NO. EVENINGS \_\_\_\_\_ PHONE NO. AT EVENT \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_ FEDERAL TAX ID NO. \_\_\_\_\_

SELLER'S PERMIT NO. \_\_\_\_\_ HEALTH PERMIT NO. (IF APPLICABLE) \_\_\_\_\_ DRIVER'S LICENSE NO. STATE OF ISSUE \_\_\_\_\_

VEHICLE MAKE MODEL YEAR LICENSE NO. INSURANCE CARRIER INSURANCE POLICY NO. \_\_\_\_\_

DESCRIBE THE ITEMS YOU WISH TO SELL OR GIVE AWAY. ATTACH LIST/MENU OF ITEMS, INCLUDING PRICES. PICTURES/SAMPLES MAY BE REQUIRED.

DO YOU REQUIRE POWER (IN INCREMENTS OF 50 AMP FOR FOOD TRUCK, 20 AMP FOR FOOD BOOTH AND 5 AMP FOR NON-FOOD BOOTH)?  YES  NO  
 IF YES, SPECIFY YOUR POWER REQUIREMENTS \_\_\_\_\_

**\$50.00 FEE FOR POWER ACCESS (IF YOUR NEEDS ARE GREATER THAN THE ABOVE AMP, ADDITIONAL POWER AVAILABLE FOR FEE.)**

FOR MORE INFORMATION CONTACT ED DECKER, [ED@MCFARLANEPROMOTIONS.COM](mailto:ED@MCFARLANEPROMOTIONS.COM),  
 DIRECT 619-261-5664, OR MCFARLANE PROMOTIONS' HQ AT 619-233-5008

**FEE INFORMATION**

	<b>UP FRONT</b>
10'x10' NON-FOOD BOOTH SPACE, <b>\$175.00</b> , SPONSOR space free to level of sponsorship. How many spaces?	_____
10'x10' FOOD BOOTH SPACE; OR FOOD CART, <b>\$250.00</b> , SPONSOR space free to level of sponsorship. How many spaces?	_____
FOOD TRUCK, <b>10% OF ADJUSTED GROSS</b> (ADJUSTED GROSS = GROSS REVENUE – SALES TAX) .....	\$ <u>    N/A    </u>
INITIAL POWER, <b>\$50.00</b> (50 AMP FOOD TRUCK, 20 AMP FOOD BOOTH OR CART, 5 AMP NON-FOOD BOOTH).....	\$ _____
ADDITIONAL POWER, <b>\$100.00</b> (50 AMP FOOD TRUCK, 20 AMP FOOD BOOTH OR CART, 5 AMP NON-FOOD BOOTH) .....	\$ _____
<b>LOCAL BORREGO SPRINGS NONPROFITS AND MAINSTREET MERCHANTS AND RESTAURANTS ONLY</b> .	<b>TOTAL \$</b> _____
<b>PAY FOR POWER, OTHERWISE WE CHARGE NO FEE FOR THEIR PARTICIPATION IN BORREGO DAYS!</b>	

FEES ARE FOR 2-DAY EVENT. **ALL VENDORS** MUST PROVIDE THEIR OWN CANOPIES/POPUPS, TABLES AND CHAIRS (OR PLACE RENTAL ORDER AND PAYMENT WITH APPLICATION). FINAL SAY ON ALL BOOTH LOCATIONS RESIDES WITH THE BORREGO SPRINGS CHAMBER OF COMMERCE AND MCFARLANE PROMOTIONS.

**PRODUCT INFORMATION**

TO PROCESS YOUR APPLICATION, WE **MUST** RECEIVE A **COMPLETE** LIST/MENU OF ITEMS WITH PRICES. ONCE YOUR APPLICATION IS ACCEPTED, YOUR LIST/MENU OF ITEMS MAY NOT CHANGE WITHOUT WRITTEN APPROVAL FROM THE BORREGO SPRINGS CHAMBER OF COMMERCE OR MCFARLANE PROMOTIONS. THIS IS A SMALLER VENUE, AND FOR THAT REASON MULTIPLE VENDORS WITH THE SAME ITEMS ARE NOT ENCOURAGED. YOU MAY BE ASKED TO ADJUST YOUR LIST/MENU OF ITEMS. PICTURES AND/OR SAMPLES OF YOUR ITEMS MAY BE REQUIRED. **NOT ALLOWED:** ALCOHOLIC BEVERAGES (WHICH ARE EXCLUSIVE TO THE BEVERAGE GARDEN VENDOR); PROJECTILES OR WEAPONS OF ANY KIND (E.G., GUNS, KNIVES, BOWS, ARROWS, SLINGSHOTS, ETC.), WHETHER OPERABLE OR INOPERABLE, REAL OR TOY; CIGARETTES, PIPES, CIGARS, VAPES, INCENSE; FIRECRACKERS, POPPERS, SHOOTING STRING OR BALLOONS; PORNOGRAPHY; POLITICAL OR RELIGIOUS PROSELYTIZING; OR ANTI-AMERICA PROPAGANDA. **LIMITED EXCEPTIONS:** LOCAL BORREGO SPRINGS NONPROFITS, INCLUDING RELIGIOUS ORGANIZATIONS, THAT PROVIDE AN APPROVED FESTIVAL ACTIVITY (E.G., CHILDREN FACE PAINTING, ARTS & CRAFTS PROJECTS, PUPPET SHOW, HEALTH SCREENINGS, ETC.) MAY ALSO SHARE THEIR NONPROFIT PROGRAMS AND LITERATURE, AND COLLECT CONTRIBUTIONS).

**PAYMENT AND APPLICATION SUBMISSION**

TO PAY BY CHECK OR MONEY ORDER, **MAKE PAYABLE TO: BORREGO SPRINGS CHAMBER OF COMMERCE** ("BORREGO DAYS VENDOR" ON MEMO LINE), AND **MAIL** WITH YOUR COMPLETED APPLICATION, COPIES OF YOUR PERMIT(S) AND LIST/MENU OF ITEMS TO: **BORREGO DAYS DESERT FESTIVAL, C/O ED DECKER, 5054 MUIR AVE, SAN DIEGO, CA 92101**. IF SENDING APPLICATION BY **EMAIL**, PLEASE SEND AS A SINGLE **.PDF** FILE TO [Ed@McFarlanePromotions.com](mailto:Ed@McFarlanePromotions.com), AND NOT AS A .JPEG, OTHER IMAGE FILE, OR AS MULTIPLE FILES. **FAX** TO **619-704-8874**.

TO PAY BY CREDIT CARD, COMPLETE THE CREDIT CARD INFORMATION BELOW.

_____	_____	_____
<b>CREDIT CARD NO.</b>	<b>EXPIRATION DATE</b>	<b>SECURITY CODE</b>
_____	_____	_____
<b>NAME ON CREDIT CARD</b>	<b>BILLING ZIP CODE</b>	
I, THE PARTY NAMED ON THE CREDIT CARD, AUTHORIZE MY CARD TO BE CHARGED FOR \$ _____		
_____	_____	_____
<b>SIGNATURE OF CARDHOLDER</b>	<b>DATE</b>	

**ACKNOWLEDGEMENT OF TERMS**

I HEREBY WARRANT AND CONFIRM THAT THE ABOVE INFORMATION IS TO MY BEST KNOWLEDGE AND BELIEF TRUE AND CORRECT. FURTHERMORE, I ACKNOWLEDGE AND AFFIRM THAT IF MY APPLICATION IS DENIED MY PAYMENT WILL BE RETURNED TO ME; IF I DON'T MEET MY VENDOR RESPONSIBILITIES OR FOLLOW THE APPLICABLE REQUIREMENTS, STANDARDS AND POLICIES I CAN BE REMOVED AS A VENDOR WITHOUT RECOURSE; AND IF I AM REMOVED OR DO NOT SHOW UP I WILL NOT BE ENTITLED TO OR RECEIVE A REFUND.

SIGN: \_\_\_\_\_  
          AUTHORIZED REPRESENTATIVE                      PRINT NAME & TITLE                      DATE

## VENDOR RESPONSIBILITY CHECK LIST

SUBMIT COMPLETE AND SIGNED APPLICATION

SUBMIT SELLER'S PERMIT WITH APPLICATION

SUBMIT HEALTH PERMIT WITH APPLICATION  
(FOOD VENDORS ONLY)

SUBMIT BOOTH/CART/TRUCK PHOTO(S) WITH APPLICATION  
(IF YOU ARE A NEW VENDOR)

SUBMIT LIST/MENU OF ITEMS, INCLUDING PRICES, WITH APPLICATION; AND ITEM PHOTOS/SAMPLES UPON REQUEST

SUBMIT PAYMENT WITH APPLICATION; FOOD TRUCKS SUBMIT REVENUE REPORT AND PERCENTAGE BEFORE YOU TEAR DOWN

SUBMIT INSURANCE CERTIFICATES PER ADDITIONAL INSURANCE REQUIREMENTS

READ, UNDERSTAND AND FOLLOW BORREGO DAYS DESERT FESTIVAL POLICIES

READ, UNDERSTAND AND FOLLOW BOOTH, CART AND TRUCK REQUIREMENTS, AS APPLICABLE

READ, UNDERSTAND AND FOLLOW HEALTH AND FIRE DEPARTMENTS' STANDARDS, AS APPLICABLE

## BORREGO DAYS DESERT FESTIVAL POLICIES

### 1. DAYS AND HOURS FOR VENDORS.

EVENT DAY	SET UP	OPEN	TEAR DOWN
<b>FRI, OCT 20</b>	10:00 AM – 5:00 PM		
<b>SAT, OCT 21</b>	6:00 AM – 8:00 AM	10:00 AM – 5:00 PM	
<b>SUN, OCT 22</b>		10:00 AM – 5:00 PM	5:00 PM – 9:00 PM

**TIMES LISTED FOR VENDOR SET UP ARE THE MAXIMUM WINDOWS OF TIME AVAILABLE, AND UNFORTUNATELY, ARE NOT FLEXIBLE.**

2. **SET UP.** Please call Ed Decker of McFarlane Promotions at 619-261-5664 for Friday, October 20 check in and setup. For setup on Saturday, October 21, please check-in at the kitchen near the gazebo at the Christmas Circle Park, or by calling Ed Decker at 619.261.5664. **DO NOT** drive on the grass **WITHOUT** Ed or Management permission. Commercial booths are located on the outer edge of the Christmas Circle Park, and are easily accessible. Ed will provide space assignment, and only after all required paperwork is received and fees are paid. After setup, vendor vehicles (other than food trucks) must be removed from the Christmas Circle roadway. **Advanced permission required for any exceptions!**
3. **REFUNDS.** The Borrego Springs Chamber of Commerce and McFarlane Promotions are not responsible for a vendor's closure by government officials, including inadequate health or fire equipment standards. There are no refunds if you are shut down by a government official, or if you are shut down or not allowed to open for not following the rules, regulations, standards and policies, or for not showing up. If the event is shut down due to act of God, weather or war before 3:00 PM Saturday, vendors will receive a full refund, if after 3:00 PM there will be no refunds, as well as no refunds for temporary or intermittent shut downs for weather.
4. **PLAN AHEAD.** Your booth, cart or truck should be totally self-contained for each day. Please plan ahead. It is important to estimate the number of items you will need for each day. **BE READY WITH SET UP AND SUFFICIENT ITEMS, SUPPLIES AND STAFF FOR THE POST PARADE NOONTIME RUSH ON SATURDAY, AND FOR EACH FULL DAY'S REQUIREMENTS.** Vehicle access during event hours is unavailable. If you use ice, remember this is the desert and plan for extra as supplies in town will be limited. Plan for resupply runs as needed. The nearest 24-hour big-box is approximately 50 miles away in Brawley on S86, and the nearest 24-hour convenience store is approximately 25 miles away in West Shore at the intersection of S22 and S86.
5. **VENDOR AREA MAINTENANCE.** You are responsible for keeping and leaving your vendor area clean and safe, and securing all signs. Bring your own trash cans for your area. Trash containers within Christmas Circle Park are for the festival attendees **NOT** VENDORS. Dumpsters are located at the northeast side of Christmas Circle on the street; please dispose of your booth trash there.

6. **ITEMS ALLOWED.** You agree to sell, give-away or promote only the items on your preapproved list/menu included with your application, and approved by the Borrego Springs Chamber of Commerce and McFarlane Promotions. No provision of the preapproved list/menu shall be modified unless in writing signed by an authorized representative of the Borrego Springs Chamber of Commerce or McFarlane Promotions. To process your application, we **MUST** receive a **complete** list/menu of items with prices. Once your application is accepted, your list/menu of items may not change without written approval from the Borrego Springs Chamber of Commerce or McFarlane Promotions. This is a smaller venue, and for that reason multiple vendors with the same items are not encouraged. You may be asked to adjust your list/menu of items. Pictures and/or samples of your items may be required.
7. **ITEMS NOT ALLOWED.** Items not allowed are alcoholic beverages, repeat, **NO ALCOHOLIC BEVERAGES** (which are exclusive to the ABC licensed beverage garden vendor); projectiles or weapons of any kind (e.g., guns, knives, bows, arrows, slingshots, etc.), whether operable or inoperable, real or toy; cigarettes, pipes, cigars, vapes, incense; firecrackers, sparklers, poppers, shooting string or balloons; pornography; political or religious proselytizing; or anti-America propaganda. **Limited exceptions:** There are limited exceptions for local Borrego Springs nonprofits including religious organizations that provide an approved festival activity (e.g., children face painting, arts & crafts projects, puppet show, health screenings, etc.), they may also share their local nonprofit's programs and literature, and collect donations).
8. **ITEM EXCLUSIVES.** Item exclusives, especially for food and beverage, are encouraged as this is a smaller venue. Selection of vendors and exclusives is at the discretion of the Borrego Springs Chamber of Commerce and McFarlane Promotions. **Get your application in early!**

## BOOTH, CART & TRUCK REQUIREMENTS AND HEALTH & FIRE DEPARTMENTS' STANDARDS

### The Borrego Springs Chamber of Commerce Provides:

- A 100 sq. ft. booth space at Christmas Circle
- A curb space for each food truck on Christmas Circle.
- Electricity, for added fee. Prior arrangement must be made with Ed Decker. Get your application in early!
- Utensil washing station at Christmas Circle
- Restrooms at Christmas Circle
- Entertainment at Christmas Circle

### All Vendors are Required to Have:

- Self-Contained Booth, Cart or Food Truck
- Seller's Permit
- Licensed Driver and Proof of Insurance for any Vehicles on Public Roadways during Event Days and Hours.
- Insurance Certificates as Specified by County of San Diego if Required by County of San Diego

### All Food Vendors are Additionally Required to Have:

- Health Permit
- Fire Extinguisher, Minimum Classification 2A10BC
- Required Hand Washing Setup
- Proper Temperature Control of All Food and Beverages
- Only Unexpired Food and Beverage
- Booth with Floor and Sidewalls
- Food Storage 6" Above the Ground

### All Cooking Food Vendors are Further Required to Secure:

- No open flame under tents or canopies. Mesh covering as required by the Health Department may be approved for this
- Propane tanks must be outside the booth, however, the burner can be inside
- Propane shall be secured outside of the booth area, away from public access

**VENDOR INSURANCE REQUIREMENTS****GIVE THESE INSTRUCTIONS TO YOU INSURANCE AGENT!**

**A CERTIFICATE OF INSURANCE FOR COMMERCIAL GENERAL LIABILITY WITH A \$1,000,000 PER OCCURRENCE LIMIT OF LIABILITY AND \$2,000,000 GENERAL AGGREGATE.**

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**NAMING AS ADDITIONAL INSURED FOR THE BORREGO DAYS DESERT FESTIVAL, OCTOBER 20, 21 & 22, 2017:**

McFARLANE PROMOTIONS, INC.

LAUREL MCFARLANE

656 FIFTH AVE, STE. B

SAN DIEGO, CA 92101

EMAIL COPY TO: [LAUREL@MCFARLANEPROMOTIONS.COM](mailto:LAUREL@MCFARLANEPROMOTIONS.COM)

619-233-5008 | FAX 619-233-0898

**NAMING AS ADDITIONAL INSURED FOR THE BORREGO DAYS DESERT FESTIVAL, OCTOBER 20, 21 & 22, 2017:**

BORREGO SPRINGS CHAMBER OF COMMERCE

LINDA HADDOCK, EXECUTIVE DIRECTOR

PO BOX 420, 786 PALM CANYON DRIVE

BORREGO SPRINGS, CA 92004-0420

EMAIL COPY TO: [LHADDOCK@BORREGOSPRINGSCHAMBER.COM](mailto:LHADDOCK@BORREGOSPRINGSCHAMBER.COM)

**FOR SOME VENDORS THESE INSURANCE REQUIREMENTS WILL BE A NORMAL PART OF THEIR BUSINESS. FOR OTHERS, ESPECIALLY SOLE PROPRIETORS, SMALL FAMILY BUSINESSES AND STARTUPS, THESE INSURANCE REQUIREMENTS CAN BE SEEN AS A HARDSHIP. DO NOT DESPAIR, IT MAY BE POSSIBLE TO GET A SMALL BUSINESS HARDSHIP WAIVER. IF A WAIVER IS NEEDED, CONTACT ED DECKER. HIS CONTACT INFO IS BELOW. (IF YOU ARE A HANDMADE ARTS & CRAFTS VENDOR APPLYING TO SOROPTIMIST FOR A BOOTH, CONTACT THEIR BORREGO DAYS REPRESENTATIVE JUDY STEWART TO REQUEST A WAIVER AT [JUDY@STEWART-FINANCIAL.COM](mailto:JUDY@STEWART-FINANCIAL.COM), 760-807-1785).**

**CHRISTMAS CIRCLE AND PARADE ROUTE & STAGING - MAPS**



**Christmas Circle**

