



RE: Dia de los Muertos 2025

The Latino Outreach Council is making plans for the annual Dia de los Muertos celebration, to be held this year on Saturday, November 1, 2025, 12:00 – 4:00 at Mission Plaza San Luis Obispo! The afternoon will include cultural entertainment such as Folklorico dancers and Mariachis, speakers, food and drinks, community booths, costumes and facepainting, and traditional altares.

The success of this event is credited largely to our vendors and sponsors, who lend their names and financial support to the event. The funds we raise each year support the empowerment of the members of the Latino community in San Luis Obispo County toward attaining full access to the services and benefits offered to the general public. The Latino Outreach Council offers scholarships, community programs, educational forums and events to educate and raise cultural awareness in our County.

By participating as a vendor and/or a sponsor, your organization will be recognized in our outreach and on-site at the event. Through your donation, you'll be able to enjoy excellent exposure to this important segment of your target audience.

Please review the attached Vendor and Sponsorship forms. We are counting on your support and will be happy to answer any questions you may have.

Thank you for your willingness to support the efforts of the Latino Outreach Council and make a difference in our community.

Sincerely,

Erica Ruvalcaba, Board President
erica.ruvalcaba05@gmail.com

Andy Pease, Event Registration Coordinator
andy@inbalancegreen.com
(805) 235-6355



Vendor Registration – Dia de los Muertos 2025

Organization/Business Name: _____

Contact Person: (Please Print Clearly) _____

Contact Email: _____

Mailing Address: _____

Phone: _____ Cell _____

Type of Booth (**check only one**) All booth spaces are 7 x 7 in size

- ☐ Food Vendor \$200
- ☐ Specialty Dessert Food Vendor \$200
- ☐ Commercial Non-Food Sales \$100
- ☐ Nonprofit Non-food Sales (information only) \$25 (provide proof of nonprofit status)
- ☐ Sponsor, Bronze level or above

Please explain what you will be selling or promoting. If food, include general menu items.

City of San Luis Obispo Business License Number (if applicable) _____

Resale Permit Number (if applicable) _____

Our group would like access to electrical power for the event YES _____ NO _____

Electrical access is extremely limited; priority will be given to food vendors and event sponsors. You must provide your own electrical cord(s), equipment, etc. NO loud music or PA systems allowed.

Make checks payable to Latino Outreach Council. Mail all forms, insurance certificates, licenses, permits and payments as applicable by **October 17** to:

Latino Outreach Council
P.O. BOX 15960
SAN LUIS OBISPO, CA 93406

To help us with planning, *also* please email the form at your earliest convenience to:
Andy Pease, Event Registration Coordinator, andy@inbalancegreen.com, (805) 235-6355

Latino Outreach Council is a 501c3 non-profit, ID# 77-0413791



Sponsorship Commitment Form – Dia de los Muertos 2025

Check the chosen level of sponsorship:

☐ Bronze - \$500

Benefits:

Name and Logo on Event Posters and Flyers

☐ Silver - \$1,000

Benefits:

Name and Logo on Event Posters and Flyers

Name in event press releases

☐ Gold - \$2,500

Benefits:

Name and Logo on Event Poster and Flyers

Name in event press releases

Recognition in radio and other advertising for the event

☐ Platinum - \$5,000

Benefits:

Name and Logo on Event Poster and Flyers

Name in event press releases

Recognition in radio and other advertising for the event throughout the year

*Sponsors may have a booth at the Dia de los Muertos event. If interested, please **also** complete the Vendor Registration form. Sponsor is responsible for all tables, chairs, pop-up tent and materials*

Name of Business/Organization: _____

Contact Name: _____

Phone: _____

Mailing Address: _____

Email address: _____

Donations can be made at www.latinooutreachcouncil.org or by check to:

Latino Outreach Council

P.O. BOX 15960

SAN LUIS OBISPO, CA 93406

For inclusion in pre-event outreach, email the form and your logo at your earliest convenience to:

Andy Pease, Event Registration Coordinator, andy@inbalancegreen.com, (805) 235-6355

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Sponsor & Vendor Requirements & Rules

Event Hours: Saturday, November 1, 2025, 12:00 – 4:00, Mission Plaza, San Luis Obispo

Set up: 10:30 – noon. **Clean up:** 4:00-5:00 PM (No amplified sound during set up and clean up)

Contact Information:

Registration: Andy Pease, andy@inbalancegreen.com, (805) 235-6355

Booth Assignments: The assignment of booth locations for both new and returning vendors is made by the Event Committee. The event area will include Mission Plaza and the Broad Street “dog leg”. Electrical access is extremely limited; priority will be given to food vendors and Platinum and Gold event sponsors. You must provide your own electrical cord(s), equipment, etc. Sharing a booth is permissible at the Bronze Level for two sponsor applicants, provided BOTH applicants have indicated such interest, signed and dated the application, and is approved by the Event Committee. Vendors may only sell/promote as described on their registration form. Public address systems, announcement systems, or amplification systems are **NOT** allowed. Booth Assignment will not be given to vendors or sponsors until payment and completed registration are received by LOC.

Items NOT ALLOWED to be sold:

- Knives, swords, blades
- Any type of gun
- Anything pornographic and /or offensive and or obscene
- Anything drug related
- Any other items deemed inappropriate by the Event Committee for a family-oriented event.

Judgment will be up to the discretion of the Event Committee, and violations will cause immediate expulsion from the Event, with no refund. Latino Outreach Council, Inc. reserves the right to refuse any vendor.

Solid Waste: NEW for 2025: LOC will provide separate bins for trash and recycling throughout the plaza and a collection area for compostable organic waste near the food vendors. Vendors should note that the City of San Luis Obispo has specific solid waste requirements including:

- NO distribution of Expanded Polystyrene (Styrofoam)
- NO distribution of single-Use Plastic Bottles or single-use cups

See the [City of SLO regulations](#) for additional information, restrictions and resources.

Animals: NO dogs or other animals of any kind are allowed, except Seeing Eye dogs or canine companions.

Deadlines: All applications and payments must be received by **October 17, 2025** end of business day. Booth assignment will NOT be allocated until payment and completed registration is received by LOC.

All Sponsor logos must be sent to Andy Pease, andy@inbalancegreen.com **before October 10, 2025** to be included in media releases.

Cancellations, Refunds, Rain: NO Refunds will be given **after October 17, 2025** for any reason, including rain. You may cancel before that, but there will be a \$25.00 booking fee.

Business License: Food/Snack/Non-Food selling vendors require a current City of San Luis Obispo Business License, please attach a copy with your registration application, County/City Business License (if applicable).

California Resale Number: All vendors selling goods must have a California resale number. Please attach a copy of your sellers permit to your registration application. To apply for a resale number, call the state Board of Equalization at 1-800-400-7115. This process takes 3 to 4 weeks.

Permits: Food Vendors need to obtain a Temporary Food Permit and comply with the Department of Public Health Food Vendor requirements (for food & snack vendors) and have a fire extinguisher in your booth.

Insurance: Certificate of Liability Insurance

Business vendors shall provide commercial general liability insurance with coverage, in an amount not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage, including without limitation, blanket contractual liability. ~~If alcohol is sold during the permitted activity, coverage must include full liquor liability in the amount of \$1,000,000 per occurrence, \$2,000,000 general aggregate. Agency, its officers, officials, agents, and employees shall be included as insureds on the policy.~~ Sale of alcohol is not permitted at this event.

Separate Additionally Insured Endorsement

In addition, the Vendors insurance provider shall be the primary insurance on any claims submitted in conjunction with this event. Endorsement shall cover the Latino Outreach Council, Inc., its officers, agents, employees and volunteers as additional insured.



Release & Waiver of Liability and Indemnity Agreement

The undersigned, desiring to participate as a Vendor/Sponsor for **Dia de los Muertos 2025** (the "Event") does hereby tender this application. If the selection committee accepts the applicant Vendor/Sponsor, which it may do, it is the sole and absolute discretion, the undersigned agree as follows:

- 1) To Release Latino Outreach Council and any other participating organizers, and vendors/sponsors, and each of their representing officers, directors, members, managers employees, contractors and/or other and volunteers (collectively, "Releasees") from any and all claim, causes of action or liability (including but not limited to that for Vendors/Sponsors property damage, bodily injury or lost profits) arising, directly or indirectly, out of Vendors/Sponsors participation in the Event, including any claim, causes of action or liability due to ordinary negligence of one or more of Releasees. Vendor/Sponsor hereby acknowledges it has read and understand California Civil Code Section 1542m which section states as follows:

"A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor."

Having read and understood Section 1542, Vendor/Sponsor hereby waives the provision of said section and assumes all risks for claims heretofore and hereafter arising, known or unknown from the Event, and notwithstanding the provisions of Section 1542, hereby knowingly voluntarily and expressly releases Releasees from all liability from claims arising out of, connected with or relating to the Event.

- 2) To Hold harmless, indemnify and defend Releasees from and against any loss, liability, damage, cost or expense (including a reasonable attorney's fee) related to any claim or cause action arising, directly or indirectly, out of the Vendor's participation in the Event.
- 3) To abide by the Guidelines under which said Event will be operated.
- 4) That the foregoing release, waiver and indemnity agreement is as broad and inclusive as is permitted by the law in the State of California.
- 5) In the event that Vendor /Sponsor or any Releasee hereunder institutes and action to interpret or entitle to an award of its reasonable costs and attorney's fees.
- 6) That the undersigned has carefully reviewed this Application and has been given an opportunity to have it reviewed by legal counsel.

Vendor Signature: _____

Print Name: _____

Title: _____

Date: _____