



SAN FRANCISCO' 57th ANNUAL NORTH BEACH FESTIVAL

SATURDAY & SUNDAY, June 18 & 19, 2011 ~ 10 am to 6 pm

MERCHANT & RESTAURANT INFORMATION & APPLICATION

If you would like to participate, please return the completed application by May 1st, 2011.

Dear North Beach Area Merchants and Restaurants;

The North Beach Chamber of Commerce and Steven Restivo Event Services, LLC invite you to participate in the **57th Annual North Beach Festival**. Steven Restivo Event Services was honored to be chosen by the North Beach Chamber of Commerce to produce the 2011 Festival. We are very excited to be a part of this long standing and well known festival. Please do not hesitate to call our office with any questions or concerns you may have or send us an email. We believe that open communication with everyone involved is a critical element to producing a successful event.

The 2011 event will take place on **Saturday, June 18 & Sunday, June 19 from 10:00 am to 6:00 pm. The following streets will be closed to vehicle traffic from 12:01 am Saturday, June 18 until 11:59 pm Sunday, June 19, 2011:** Grant Avenue between Columbus Avenue and Filbert Street; Vallejo Street between Columbus and Grant Avenues; Green Street between Columbus and Grant Avenues; Northbound Columbus between Broadway & Stockton. Intersections: Green, Vallejo, Fresno, and Nobles @ Grant Avenue, Grant @ Columbus, Vallejo @ Columbus.

The 2011 event will feature over 125 arts and crafts booths, 18 gourmet food booths, live entertainment, Italian chalk art, beverage gardens, kid zone, and the blessing of the animals (both days).

North Beach Merchants will be given first option to purchase a booth space at the event. All merchant applications received will be reviewed by the Festival committee. Participating merchants who qualify must sell original items. **The space fee for qualifying merchants is \$450. If you are a member of the North Beach Chamber of Commerce, you will receive a discount of \$50.** This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would to rent those items from us, there is an additional fee of \$250 and includes the set up and tear down of the booth.

North Beach Restaurants who wish to participate will be given first option to purchase a food booth at the event. **The space fee for food booths is a flat fee of \$2,000. If you are a member of the North Beach Chamber of Commerce, you will receive a discount of \$250.** This fee includes a 10ft x 10ft health department approved booth, a 10ft x 10ft delineated space behind the booth for your cooking area, your San Francisco health department permit fee and your San Francisco Fire department permit fee.

In addition to the above options, we will be creating a "North Beach Merchants Marketplace" where small retail Businesses/Merchants from the neighborhood can sell their wares or just promote and market their business. We are designating a 10ft wide x 20ft long tent in the Festival that will have 9-4ft tables inside of it. Each 4ft table will be allocated to a qualifying retail small Business/ Merchant. All applications received will be juried by the Festival committee. The fee for participating in the Merchant's Market is **\$75 for North Beach Chamber members** and **\$100 for non-Chamber members**. If you are interested in participating in the Merchant Marketplace, please fill out the application below and check the appropriate box. You must staff your table for the complete duration of the event both days.

To apply for the event, please fill out the application form on the back and return it by May 1st with 4 photos of the work displayed regularly in your store and your check payable to **Steven Restivo Event Services, llc**. If accepted you will receive a participant pack and your free promotional postcards 20 days prior to the event. **Please make a copy of the application for your files. We will notify you of your acceptance into the event within 7 days of receiving your completed application.**

IMPORTANT NOTE: Please let us know if you will be open during the festival, even if you are not participating in the event.

If you have any questions or comments about this event, please contact Steven Restivo Event Services, LLC, at 415-456-6455 or 1-800-310-6563 ~ Fax: 415-456-6436

Mail the application by May 1st and check payable to:

Steven Restivo Event Services

P.O. Box 151017, San Rafael, CA. 94915

www.SRESproductions.com ~ Steven@SRESproductions.com ~ Sarah@SRESproductions.com

San Francisco's 57th Annual North Beach Festival—Saturday & Sunday, June 18 & 19, 2011 ~ 10 am to 6 pm



805 Fourth, Street, Suite 8
San Rafael, CA 94901
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SRESproductions.com

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MERCHANT & RESTAURANT INFORMATION
APPLICATION

Merchant/Restaurant Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website _____ Email _____

Resale # _____

- Yes, I would like to have a 10x10 MERCHANT booth space to sell items at the event = **\$450**
(**\$400 if you are a member of the North Beach Chamber of Commerce**)
Items you wish to sell at the event _____
Location Request _____
- Yes, I would like to have a Food Vendor RESTAURANT booth at the event = **\$2,000**
(**\$1,750 if you are a member of the North Beach Chamber of Commerce**)
(booth & health/fire fees included) Menu: _____
- Yes, I would to participate in the **Merchant Marketplace = \$100**
(**\$75 if you are a member of the North Beach Chamber of Commerce**)
- If accepted, I would like to rent a booth, table & chairs (includes set-up) = **\$250**
- Please email me the status letter and participant packet, instead of regular mail.
- I am a member of the North Beach Chamber of Commerce.
- I have participated in this event before.
- I am open during the Festival (please let us know even if you are not participating in event).

Do you have any suggestions or comments about this event? _____

**Please make a copy of this application for your records and return it with your check by
May 1, 2011, payable to:**

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