
BAY AREA BLUES FESTIVAL

Main Street from Alhambra to Court Streets ~ Historic Downtown Martinez, CA

Saturday & Sunday, September 23 & 24, 2017 ~ 10:00 AM - 6:00 PM

LOCAL BUSINESS & RESTAURANT INFORMATION & APPLICATION

Deadline to Apply is August 24th

Dear Main Street Martinez Businesses and Restaurants;

We are excited to announce the return of the Bay Area Blues Festival to Downtown Martinez. The event merged two successful events, the Italian Street Painting Festival in Martinez and the Polk Street Blues Festival in San Francisco to become the Bay Area Blues Festival. For many years each of these long standing free events has attracted thousands of attendees to the communities where they have been held. Both have provided great forms of entertainment to the attendees and it made perfect sense for Steven Restivo Event Services, INC. and Main Street Martinez Inc to partner and bring both forms together into one great new Festival.

The new Festival in its 4th year is the Bay Area Blues Festival and will be held in Historic Downtown Martinez, CA on Saturday and Sunday, **September 23 & 24, 2017, from 10 am to 6 pm. The event will be held on** Main Street from Alhambra to Court Streets.

The event will feature Blues music on two stages, Arts and Crafts Exhibitors, Gourmet Food booths, local Restaurants, community booths, hands on kids' activities and rides, a Farmers Market, bistro style seating areas, craft beer and fine wines, and of course street painting artist that will create spectacular chalk art with a Blues theme. There will also be an area within the chalk art section for kids to create their design and have some creative fun.

Main Street Martinez Businesses will be given first option to purchase a booth space at the event. Participating Businesses who qualify must sell original items. You must staff your booth for the complete duration of the event both days.

Businesses with two or less stores can apply as a Small Merchant. The space fee is \$275 and \$200 for members of the **Main Street Martinez, Inc.** This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would like to order those items, which includes set up and breakdown, **there is an additional fee of \$250**, which is our cost. Corporate businesses do not qualify at this rate and must come in as a sponsor.

Businesses with 3 or more locations can apply as a Corporate Sponsor: The space fee is \$1500 and \$1000 for members of the **Main Street Martinez, Inc.** This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would like to order those items, which includes set up and breakdown, **there is an additional fee of \$250**, which is our cost.

Main Street Martinez 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 \$1,000 for non-members and \$750 for Main Street Martinez, Inc. members.** 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 health department permits fee and your Fire department permit fee. In addition, all food vendors may sell non-alcoholic beverages from their booths. Also, all food vendors are required to use compostable products, i.e.; paper plates, napkins, forks, cups, etc. **DUE TO HEALTH DEPARTMENT AND FIRE DEPARTMENT REGULATIONS YOU CANNOT SELL FOOD ON THE STREET WITHOUT SIGNING UP FOR THE EVENT AND FILLING OUT THE PROPER PAPERWORK.**

To apply for the event, please fill out the application form attached to this document and return it by August 24th with 4 photos of the work displayed regularly in your store and your check payable to **Steven Restivo Event Services, Inc.** If accepted you will receive a confirmation letter within 1-7 days of our office receiving the completed application, then we will email/mail a participant packet and your free promotional postcards to you 15-20 days prior to the event. **Please make a copy of this application for your files.**

Mail the application by August 24 and make your checks payable to:

Steven Restivo Event Services, Inc.

P.O. Box 151017, San Rafael, CA. 94915 ~ Ph: 800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436

www.BayAreaBluesFestival.com ~ Steven@SRESproductions.com



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Business/Restaurant Name

Contact

Address

City State Zip

Phone Fax

Website Email

- SMALL BUSINESS 10x10 Space = \$200/\$275 (members/non-members)
Rent a booth, table & chairs (includes set-up and breakdown) = \$250 additional
Describe what you are promoting/selling
CORPORATE SPONSOR BUSINESS 10x10 Space = \$1000/\$1500 (members/non-members)
Rent a booth, table & chairs (includes set-up and breakdown) = \$250 additional
Describe what you are promoting/selling
I would like to have a RESTAURANT booth at the event = \$750/\$1,000 (members/non-members) (booth, cook area & health/fire fees included) Menu:
Location Request
I will be open during the Festival
I am a member of Main Street Martinez, Inc.
Please email me the status letter and participant packet, instead of regular mail

OF SPACES: TOTAL AMOUNT:

Check# Credit Card #(4% cc processing fee added) Exp Date

Do you have any suggestions or comments about this event?

SRES reserves the right to refuse the participation of any entrant it deems offensive, inappropriate, or contrary to the spirit of the event or the City of Martinez. The undersigned agrees to hold harmless and indemnify Main Street Martinez Inc, Steven Restivo Event Services, the City of Martinez and Contra Costa County from any and all liability, claims, demands, costs or damages to person(s) or property as a result of participation in the 2017 Bay Area Blues Festival.

Print Name Signature Date

Please make a copy of this application for your records and return it with your check by August 24, payable to: Steven Restivo Event Services, Inc.
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