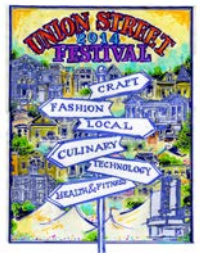




# SAN FRANCISCO'S 41st ANNUAL UNION STREET MUSIC FESTIVAL

SATURDAY & SUNDAY, June 3 & 4, 2017 ~ 10 am to 6 pm

**FOR UNION STREET AREA BUSINESSES ONLY**  
INFORMATION & APPLICATION—**Application Deadline: February 24, 2017**  
(After the Deadline, Call us for Availability.)



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SHOWCASE YOUR BUSINESS TO THOUSANDS OF POTENTIAL NEW CUSTOMERS!

**Dear Cow Hollow Area Merchants and Restaurants;**

The Union Street Association and Steven Restivo Event Services, Inc. invite you to participate in the *41st Annual Union Street Music Festival*. The event will take place on Saturday, June 3 & Sunday, June 4, 2017 from 10:00 am to 6:00 pm.

In our ongoing effort to keep the Festival fresh and exciting we have decided to put a much bigger emphasis on Music for the 2017 Festival. This year's event will be known as The Union Street Music Festival. The event will have live bands performing in small entertainment areas throughout the site. We will feature five different genres: Jazz, Blues, Country, Bluegrass and Local Bands! The Festival will also include the traditional elements that have made this event stand out over the years, including Arts and Craft Exhibitors, unique Sponsors, Festive Food Vendors and Community Groups. Please come check out the Juried Art Section at the festival and see who you think should be awarded the cash prizes!

**Cow Hollow Merchants with two or less stores can apply as a Small Merchant.** Participating merchants who qualify must sell original items. The space fee for qualifying merchants is **\$585/\$650** (Member of The Union Street Association/non-member). This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would like to rent those items, it is an **additional \$250**. If you would like a corner space at the event, there is an **additional fee of \$150**.

**Cow Hollow Merchants with 3 or more stores can apply as a Corporate Sponsor.** The space fee for qualifying merchants is **\$3,000/\$3,250** (Member of The Union Street Association/non-member). This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would like to rent those items, it is an **additional \$250**.

The Union Street Music Festival **Waiters Race** invites **ALL businesses on Union Street to participate and compete**. It will be held on Sunday, June 4, 2017 at 2 pm on Webster Street. This is the 8<sup>th</sup> Annual Waiter's Race Competition, held at the Union Street Festival. We are encouraging teams of three people, representing any Union Street Bar, Restaurant, Merchant or Corporate Business to compete. Cash prizes are given and it is GREAT promotion for your business! There is no fee for your business to participate!

**Cow Hollow District Restaurants** who wish to participate will be given first option to purchase a **food booth** at the event. **The booth fee for food booths is a flat fee of \$2,500/\$2,750 (USA Members/non-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 San Francisco health department permit fee and your San Francisco Fire department permit fee.

**To apply for the event, please fill out the application form attached to this document and return it by February 24, 2017** with photos and your check payable to **Steven Restivo Event Services, Inc.** If accepted you will receive a participant packet and your free promotional postcards prior to the event. **Please make a copy of the application for your files.**

**Insurance**, if desired by Exhibitor, must be obtained at your own expense. Steven Restivo Event Services, Inc., (SRES), our clients and the cities and counties where we produce the events, assume no risk; and by the participation in the event, the Exhibitor expressly releases SRES, our clients and the city and county from any and all liability for any damages, injury, theft, or loss to any person or goods which may arise from the occupation of space by the Exhibitor. We strongly encourage all event participants to carry insurance.

**DEADLINE: February 24, 2017. Mail the application and check payable to:**

Steven Restivo Event Services ~ P.O. Box 151017 ~ San Rafael, CA. 94915

Ph: 800-310-6563 ~ Fax: 415-456-6436

[www.UnionStreetFestival.com](http://www.UnionStreetFestival.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)

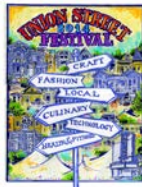


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Deadline to Apply: February 24, 2017



SHOWCASE YOUR BUSINESS TO THOUSANDS OF POTENTIAL NEW CUSTOMERS!

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

Contact \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Ph \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Please describe in detail what you would like to do in the space: (items selling, promoting, activity, etc.)

\_\_\_\_\_

Please select participation:

- Small Merchant 10x10 Booth Space** to sell items = **\$585/\$650** (member of USA/non-member)
  - o Would like to have a corner space = \$150 additional in a separate check
  - o Would like to **rent** a booth, table & chairs (includes set-up and breakdown) = **\$250** additional
- Corporate Sponsor 10x10 Booth Space** to promote business = **\$3,000/\$3,250** (member of USA/non-member) (Corner space and booth included)
- Restaurant Food Vendor Booth** = **\$2,500/\$2,750** (member/non-member) (booth & health/fire fees included)
- Our business would like to compete in the **Waiter's Race @ no fee** (merchants, corporate sponsors and restaurants welcome- cash prizes given)

Other Important Information:

- Please **email** status letter and participant packet rather than mail
- Our business is a **member** of the Union Street Association
- Our business is **open** during the Festival.
- Location Request: \_\_\_\_\_
- Suggestions or comments about this event: \_\_\_\_\_

# of 10ft x 10ft spaces would you like at the event? \_\_\_\_\_ Space Fee Total \$ \_\_\_\_\_

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

Please make all checks payable to Steven Restivo Event Services & return document with the payment to:

Steven Restivo Event Services, Inc.

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

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 San Francisco. The undersigned agrees to hold harmless and indemnify the Union Street Association, Steven Restivo Event Services Inc., and the City of San Francisco from any and all liability, claims, demands, costs or damages to person(s) or property as a result of participation in the 2017 Union Street Music Festival.

\_\_\_\_\_ Print Name

\_\_\_\_\_ Signature

\_\_\_\_\_ Date