



San Rafael's 38th Annual Parade of Lights **Friday, November 24 & Saturday, November 25, 2017** **Information & Application for Downtown San Rafael Businesses**



Dear San Rafael Area Businesses, Merchants and Restaurants,

The City of San Rafael and Steven Restivo Event Services, Inc. invite you to participate in the *Parade of Lights and Winter Wonderland* on **Friday & Saturday, November 24 & 25, 2017**. The event includes the Winter Wonderland with free Snow sledding for kids, A Holiday Marketplace, the Parade of Lights, and the Official Holiday tree lighting Ceremony. Holiday window displays are encouraged!

Event Times:

Winter Wonderland/Snow Sledding: Friday November 24th on *A Street between Fourth Street and Fifth Avenue* begins at Noon until 4 pm, closed from 4:00 pm to 6:30 pm and re-opens from 6:30 pm to 8 pm. On Saturday, November 25, from 9 am until noon.

The Holiday Market Place on Friday November 24th *Fourth Street from B Street to Lootens Place* will be open from Noon to 8 pm and **The Parade of Lights** will begin at 5:30 pm, travel down Fourth Street and end at the Court Street Square where the Official Tree Light Ceremony and the Santa Site will take place.

You may participate in the event in the following ways:

- **As A Vendor:** Become part of the **Holiday Market place** from Noon to 8 pm and have a space in the market place to promote, market and/or sell your products, food or non-alcoholic beverages, you can do so for **\$100**. The space size is 10ft x 10ft and we provide you with the space only, this does not include a booth, tables, chairs, signage or electricity.
- **Sidewalk Sale:** Again this year, merchants may host a **sidewalk sale** in front of your business. There is no fee to do this, but we do ask that you make your display Festive!
- **You can participate in the Parade of Lights:** Dress up a vehicle to promote your business or just come on out and join the parade. There is **no fee** to be in the parade and we will begin staging it on E Street between Fourth Street and Fifth Avenue at 4:30 pm on Friday, November 24th. Your business logo and link will also be included on the event website if you join the parade! Please fill out the Parade application on the website.
- **Sponsorship:** Receive promotion, marketing and advertising as a sponsor! Your business name/logo could be in the ads, on the poster, postcards, and website. You can sponsor the Snow Hill, Info Booth, Santa Sit Area, or Cable Car by providing a banner for us to hang next to one of these high impression locations. You can also give us your coupons or business cards for our staff to hand out to each snow hill rider as the children and parents exit the area. Please contact our office at the number below or visit the website and review the sponsorship information packet for this event.

If you would like to participate in the event, please fill out the attached application and fax it back to 415-456-6436 by, Friday, November 4th

Steven Restivo Event Services, Inc.

P.O. Box 151017

San Rafael, CA 94915

PH:415-456-6455 or 800-310-6563 ~ FAX: 415-456-6436

www.SRESproductions.com ~ Steven@SRESproductions.com



San Rafael Parade of Lights 2017



MERCHANT & RESTAURANT APPLICATION

Please fill out this application and return by November 4th

Please make a copy of these documents for your records

Company Name _____ **Contact Name** _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____

Website _____ **Email** _____

Check box if you would like to receive the status letter and participant packet via email.

Please select your participation: (check all that apply)

- Parade Entry** = FREE (business logo and link will be included on the event website as well)
- Holiday Sidewalk Sale** = FREE
- 10x10 Space** in front of our store or on event site to sell items or promote your business = \$100
 - o Description of what you will be selling: _____
 - o Location Request: _____
- Business Name/logo** placed in ads, poster, postcards & on event website (deadline 11/4) = \$200
- Sponsor the **Santa Sit Area** and have banner placed behind Santa Photo Area (need to provide own banner and logo included in all ads, poster, postcard) = \$800
- Business' **Banner placed in Front of the Snow Hill** = \$300
- Business' **Banner placed at the Information Booth** = \$200
- Coupons/Business Cards** given to each snow hill rider (need to provide own cards/coupons) = \$300

TOTAL AMOUNT: _____

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

I agree to abide by the rules stated. I understand that all promotion of my items must take place within the confines of my booth. I further understand that Steven Restivo Event Services, Inc., and the City of San Rafael and all their representatives are not responsible for or liable for damages including, but not limited to, loss suffered before, during, or after the 2017 SR Parade of Lights event as a result of the display of my work, equipment or material. I understand that there are no refunds or rain checks due to inclement weather. The duplication or use of any trademarks or logos belonging to the committee is strictly prohibited. The Committee reserves all rights to refuse booth space based on Event guidelines. If these guidelines are not upheld, my booth will be closed immediately and my funds will not be refunded.

Print Name _____ Signature _____ Date _____

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