



In 2012, CityFest will be on Sunday August 12th. It is a celebration of the city and spirit of Hillcrest, and the 28th annual celebration of the lighting of the Hillcrest sign. This one of a kind festival is free and family friendly and attracts almost one hundred and fifty thousand shoppers.



Community sponsors are a critical part of this event and Hillcrest. Our community sponsors have an opportunity to showcase their services to the 150,000 people that come to this annual event. CityFest is heavily advertised and well supported.



CityFest is undergoing some exciting changes in 2012, and we look forward to your continued support of this annual event.



Cityfest 2012
3737 Fifth Ave. #202
San Diego, CA 92103

COMMUNITY SPONSOR APPLICATION



12 AUGUST 2012
CITYFEST
sunday **NOON-8PM**





CITYFEST 2012: Sunday, August 12, 2012

from 12 noon. to 9 p.m.

In the Heart of Hillcrest, San Diego, California

The Hillcrest Association invites YOU to participate in the 2012 CityFest Street Festival. CityFest: Attracts over 15,000 people per hour during peak hours, offers over 250 booths representing diverse interests and products such as: arts & crafts, fine art, jewelry, has free entertainment by popular performers, a large food court and beer garden. CityFest funds improvements within the Hillcrest Community.

Rules and Regulations for application submission.

Your sponsor pack will contain a complete list of venue rules and regulations.

Applications:

- Complete the application in full or it will be returned unprocessed. Submission of an application does not guarantee acceptance.
- The vendor manager may request additional information or photos before an application is approved.
- Include your CA sellers permit number to comply with legal requirements.
- No refunds for booth fees or rentals will be given.
- DEADLINE FOR PAYMENT OF BOOTH SPACE - Payment in full must be submitted with application.
- WAITING LIST - You may get on the waiting list for day of the festival booth space. Call the Hillcrest Association for further information on the waiting list.
- This application is for Community Sponsors ONLY Such as: banks, home renovation companies, talent agencies, security companies.

Booths:

- Only booth space is provided. Canopies, tables, chairs or individual trash cans are available to RENT at an additional cost.
- Canopies are recommended - bring your own (must be fire retardant) - or rent one from us. All canopies including their poles must fit inside the 10' x 10' space.
- Permit copies must be posted on your booth with your booth number.

Electricity and Equipment:

Generators ARE NOT allowed. Electrical power is available in a special area for an additional fee.

Rental equipment orders and electricity requests must be made no later than August 1, 2012.

First Come First Served - Booth locations are assigned in the order the applications, with payment in full, are received. We reserve the right to determine booth placement to balance our venue and give all vendors the best opportunity we can for maximum sales. We do limit the number of booths for like items, be it merchandise or information, and the Hillcrest Association reserves the right to determine which businesses or activities will be accepted in CityFest 2012. Your sponsor package with booth number, location map, rules/regulations, and instructions will be mailed to you approximately 2 weeks before CityFest 2012. For additional information, contact the Hillcrest Association. Previous booth locations can not be guaranteed.

CityFest 2012 Community Sponsor Application

Contact Name:

Phone: ()

E-Mail:

Fax: ()

Company/Organization:

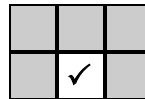
CA Sellers Permit Number:

Mailing Address:

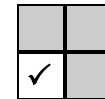
City/State/Zip:

Please describe your business and what you'll be presenting or selling to better ensure that you will not be situated near other sponsors of your type:

Booth configuration (Please circle one option):



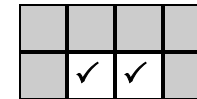
Single
\$1500



Corner
\$1500



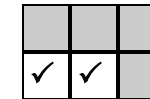
Back to back
\$1500 (2 booths)



Side by side
\$1500 (2 booths)



Spread Out (NO corners)
\$1600(2 booths)



Side-by-side corner
\$1500(2 booths)

Rentals (please select as many as needed):

Power + \$50

Rent one 6' table and 2 chairs + \$50

Rent one 10' / 10' canopy + \$200

Those interested in signing up after 7/15/12 must add an additional \$50 to their fee

Total Fee: booth fee : _____ + rentals: _____ + late fee: _____ =

I agree to the following rules: Application must be completely filled out and payment attached. Modifying this application may void the contract. Submitting an application does not guarantee vendor space. The Hillcrest Business Association reserves the right to determine those businesses, products and activities admitted as participants in CityFest. Rejected applications and payments will be returned. Special requests may not be honored. The Hillcrest Business Association makes no warrant that this event will be financially successful for any vendor. Handmade items only. Corporations and large companies (as defined by the Hillcrest Business Association) may not use this application. No give-aways or raffles that collect personal information. No soda or water sales. Timelines stated in vendor communications may not be honored. The Hillcrest Business Association reserves the right to modify booth locations and conditions at any time, without notice and despite communications with vendors. This is a contract. Vendor communications in the form or letters, emails, or telephone calls do not modify this contract. Hillcrest Business Association does not provide any equipment of any kind unless it is rented and indicated above.

Agreement:

I agree to conform to the above rules and regulations of the event. I further agree that if any changes be occasioned, or loss or damage occurs from articles or persons that may enter, that I make no claim against the City of San Diego, the Hillcrest Business Association, event committee members or other persons associated with the event for any personal injury or property damage arising, occasioned by or caused by any employee, representative or entry of mine. No refunds in case of inclement weather, acts of nature or restrictions by government agencies to cancel the event, over which CityFest has no control.

Registrant's Signature _____

Date: _____

CITYFEST 2012 CREDIT CARD PAYMENT AUTHORIZATION

NAME ON CARD: _____ VISA MC AMEX (please circle card type)

CARD NUMBER: _____ EXPIRES: ____/____ security code _____

Total Fees charged to card from above: _____ I understand a charge will appear on my bill for Hillcrest Business Association

Signature: _____