

The Mateel Community Center Presents

Reggae on the River 2011

The Mateel Community Center invites you to participate in the
27th Annual Reggae on the River

Festival Location: Benbow Lake State Park (2 miles south of Garberville)

Festival Dates: Saturday, July 16th & Sunday, July 17th

Set up: Friday, July 15th 12pm-9pm

Festival Hours: Saturday 10am-11pm and Sunday 10am-9:30pm

Application Deadline: Monday, May 10th 2011

APPLICATIONS

Application dead line post marked by May 10th, 2011. Applicants will be juried by MCC staff. All applications received after the dead line will be returned. Incomplete applications will not jury well. A complete application includes; ALL FEES; California resale or nonprofit number; PHOTOS , and a SASE of adequate size and postage to cover the return of your photos. If purchasing a Package Deal, a parking form and business card must be included.

This festival grows every year and becomes more competitive, so we encourage you to take your time, put your best foot forward. Photos should show you doing your work, your work shop, your craft & booth.

If you need a temporary seller's permit you call the State Board of Equalization at 707-576-2100 or call your local office.

PACKAGE DEALS

Package deals will be offered again this year, for a limited time, until April 5th. Package deals include one onsite parking pass, a 10x10 booth space and a business card ad in our program guide. You may purchase them separately as well. If you are a food vendor the parking pass is included in the booth fee. There are a limited number of onsite parking spaces available, therefore all packages and parking passes will be sold on a first come, first served basis. The business card ad is a great opportunity to get your name out there; the program guide is inserted into two of our local papers.

PARKING

PARKING PLACES FOR SALE!!!

If you are a food vendor, parking is included in booth fee.

Please record your vehicle's license plate number, vehicle description on the application and enclose a check for \$60. The parking spaces are only suitable for vehicles of a maximum length of 20'.

Oversized vehicles may park at Benbow RV Park. This restriction includes cars towing trailers.

There is no parking on the lakeside section of the fairway during the festival. This is our fire lane and regulations require us to keep it clear. Cars left parked there will be towed. Cars without parking permit will also be towed. Thanks for your cooperation.

BIODEGRADABLE SERVICE-WARE

We are moving to the greener side of the fence this year, in efforts to reduce waste and help our planet. All food vendors must have biodegradable service wares. Ukiah Paper Co., Cash n Carry and World Centric are a few places. Thank you for helping us, help our earth!

Last date to receive a refund: June 7th. NO REFUNDS AFTER THIS DATE.

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All checks will be deposited immediately (according to GAAP standards.) A \$25 processing fee will be deducted from your fee. There is a \$30 charge for returned checks. In the event that you did not jury into the festival we will refund your booth fee.

We appreciate all the interested crafters. There is a limited roving vendor opportunity, Please visit our web site and contact me at vendorinfo@mateel.org or call 707-923-3368 ext. 34. My office hours are Wednesday 10:30-5:00

Any feed back or comments are greatly appreciated.
We look forward to seeing you there,

Ashley Wilma
Vendor Coordinator

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Vendor Application

Please print double sided to save paper thank you

Deadline May 10th 2011

Business name _____

First Name _____ Last Name _____

Mailing address _____

City _____ State _____ Zip _____

Phone _____ Cell # (for contact during event): _____

Email _____ Website _____ Fax # _____

California Resale # _____ Non profit Number# _____

List all items for sale: _____

Requests/considerations _____

Booth size and type: *(Check one in the appropriate category)* **All booths have 10' of frontage**

Craft booth: 10'x10'-\$300 or 10'x10'corner-\$375 or 10'x20'-\$425

Info booth: 10'x10'-\$100

Food booth: commercial-\$500 or Non-profit-\$360

Business card ad-\$90

On site parking-\$60

License Plate # _____ Vehicle Description _____

Electricity (Available for food booths only)

up to 1500watts-\$200

1500-3000 watts-\$500

Please make your check or money order payable to the Mateel Community Center. Enclose it with your complete application package and send to

Attn: Vendor Coordinator
The Mateel Community Center
Post Office Box 1910
Redway, California 95560

***** *For office use only* *****

Date received _____ *Check #* _____ *Check amount \$* _____ *Refund \$* _____

Booth size _____ *Booth #* _____ *Parking Space#* _____

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AGREEMENT AND RELEASE FROM LIABILITY

I, _____, acknowledge that I have voluntarily applied to _____ show to participate in crafter vending at Benbow Lake State Park, Garberville CA 95542.

I am aware that hazards exist and I am voluntarily participating in these activities with knowledge of the danger involved. I hereby agree to accept any and all risks of injury or death, or theft, and verify this statement by placing my initials here: _____

3. As consideration for being permitted by The Mateel Community Center, Inc. in these activities and use of their facilities, I hereby agree that I, my assignees, heirs, distributees, guardians, and legal representatives will not make a claim against sue, or attach the property of The Mateel Community Center, Inc. or any of its affiliated organizations for injury or damage resulting from the negligence or other acts, howsoever caused or any of its affiliated organizations as a result of my participation in _____. I hereby release The Mateel Community Center, Inc. and any of its affiliated organizations from all actions, claims or demands that I, my assignees, heirs, distributees, guardians, and legal representatives now have or may hereafter have for injury or damage resulting from my participation in _____

4. I have carefully read this agreement and fully understand its contents. I am aware this is a release of liability and a contract between myself and The Mateel Community Center, Inc. and/or its affiliated organizations and signs it of my own free will.

RELEASOR SIGNATURE

DATE

Executed at Garberville, California