

## ***DOG DAYS at the Fullerton Market – August 13th***

The FULLERTON MARKET provides an opportunity for local farmers, artisans, merchants, and service organizations to offer their unique products and services in a fun and festive atmosphere. The market includes a variety of features including fresh produce, prepared food, arts and crafts, jewelry, novelty and gift items, live entertainment, kids' activities and a beer garden.

**DOG DAYS is a "Special Event" held during the regular Farmers Market and hosted by the Fullerton Museum Center Association. Hundreds of dogs and their owners come to check out the dog related vendors, dog contests and a short dog show.**

**If you are interested in becoming a vendor for this event, please read this entire Market guide for all policies and procedures related to vendor participation.**

Dog Days will take place on Thursday August 13, 2009 from 4-8:30pm at the Fullerton Downtown Plaza during regular Market hours.

### ***APPLICATION PROCEDURE***

**1. Please read this GUIDE in its entirety!**

**2. Complete & submit a FULLERTON DOG DAYS APPLICATION**

Be sure to follow the APPLICATION INSTRUCTIONS on the reverse side of the application. All vendors, including returning vendors must fill out an application.

**3. Enclose Required Documents**

Enclose additional documents as indicated under the Section "REQUIRED DOCUMENTS".

**4. Payment**

1. Enclose fees as specified in "PARTICIPATION FEES"
2. Make check, money order, or cashiers check payable to "City of Fullerton" as indicated under section "Check Policy".

**5. Where to Submit Your Application:**

1. Mail To: Fullerton Market  
Fullerton Museum Center  
301 N. Pomona Avenue  
Fullerton, CA 92832

### **Application Deadline**

Applications must be filed **by Friday July 24th** at 5:00 pm in order to be considered for participation. The Market Manager will contact you to confirm participation upon approval of your application.

### **Not Permitted:**

Drive-up and stand-by applicants are not permitted.

## ***CATEGORIES OF VENDORS***

The FULLERTON MARKET DOG DAYS extends participation to dog related vendors (i.e. dog toys, dog food, pet adoption agencies, etc). To be considered for participation, you must complete the application; include all supporting materials and submit photos or products for approval of each item you will be selling or advertising. If you would like to add items to your booth after your initial application you must reapply and receive written approval from the Market Manager.

This event is not a “SWAP MEET.” Products may be rejected on basis of quality. In addition, the FULLERTON MARKET absolutely does not guarantee exclusivity of product to any Vendor. The FULLERTON MARKET has the right to limit the number of spaces containing duplicate and/or similar items or services.

Any questions regarding the appropriateness of your product or service for the FULLERTON MARKET DOG DAYS event should be directed to Ashley Glass at the Special Events Office at (714) 738-3338.

### ***Acceptable Vendor Categories***

The following is a list of acceptable categories of vendors (this list applies only to DOG DAYS vendors and not the regular participating vendors of the Market):

#### **Artists & Crafters**

Handcrafted items including wearable crafts, jewelry, decorative items, fine art, and seasonal items related to dogs.

#### **Commercial Items**

Commercially produced items such as dog toys, dog accessories, dog food, etc.

#### **Businesses**

Retail storefront businesses with a Business License may participate. Space activity must be for the express purpose of selling and/or promoting the goods and/or services which are directly related to the licensed business and dog related items. Limited space is available.

### **Non-Profit Organizations**

Fund-raising and membership drives are encouraged for Dog related organizations (i.e. pet adoption agencies). Activities must be directly related to the services provided by the organization as stated by their mission. If selling food, please see "FOOD VENDORS" below. All revenues generated, excluding direct material costs, must go directly to the non-profit organization.

### **Food Vendors**

The following are considered food vendor categories for the Fullerton Market DOG DAYS event:

(1) NON-PROFIT ORGANIZATION FOOD SALES/FUND-RAISER: Any non-profit organization can sell 3 times within a 90 day period. Food items that compete with the sales of current vendors may not be allowed. To participate, please contact the MARKET offices at (714) 738-3338 for the non-profit permit packet from the Orange County Department of Health.

(2) OTHER COMMERCIAL FOOD VENDORS: Vendors wishing to sell dog food must contact Ashley Glass in the Events Office at 714-738-3338 prior to submitting their application. A health permit is not required; however spaces are limited.

## ***REQUIRED DOCUMENTS***

Unless otherwise noted below, all applicants must submit:

- (1) Copy of California Seller's Permit
- (2) Photographs or samples of all products to be sold/advertised
- (3) Completed VENDOR APPLICATION
- (4) Completed INDEMNIFICATION CLAUSE
- (5) Fees: \$35 (non-profit organizations are FREE)

### **Craft Vendors**

Craft vendors should submit all items mentioned above.

### **Businesses**

In addition to the documents listed above in "**Required Documents**", businesses must also submit a copy of their Business License.

### **Non-profit Organizations**

In addition to the items listed above in "Documents Required" (with the exception of #1), non-profit organization must submit proof of their non-profit status. Any one of the following documents is acceptable:

- IRS letter showing organization to be tax exempt

- State Tax Franchise Board letter showing group is tax exempt
- Certificate of Registration w/Registry of Charitable Trusts
- Articles of Incorporation of Organization

## ***PARTICIPATION FEES***

### **Fee Structure**

#### **FULLERTON DOWNTOWN PLAZA 2009 DOG DAYS**

### **Options for Participation**

Vendors have two options to participate in the market DOG DAYS event.

1. Non-profit Organization - participating non-profit organizations can participate at the DOG DAYS event for FREE so long as they provide dog related services on an ongoing basis
2. Other Vendors - The participation fee for DOG DAYS is \$35.00

**Cash or check made payable to the CITY OF FULLERTON must be submitted with the application. If a vendor application is not approved, the fee will be returned.**

Please see Cancellation Policy below and Weather Policy

## ***PARTICIPATION GUIDELINES***

### **Space Activity**

Activities of participating vendors must not disrupt or interfere with the operation of the FULLERTON MARKET, Staff or participating Vendors. If a situation is deemed disruptive to the Market operation the Market Manager will remove vendor at any time during the event. Vendors may appeal removal in writing to the Parks & Recreation Manager.

Any vendor requesting the sale of additional items must complete an additional application and receive written approval from the Market Manager before selling additional items.

No applicant shall be permitted to deviate from the sale of retail goods or services or from the approved activity as described in their VENDOR APPLICATION without prior approval from the FULLERTON MARKET Staff.

The use of the rental space shall be limited to "Permitted Use" (the sale of approved items only). Any other use shall be subject to the City's prior written consent. Tenant shall not operate the premises for any illegal use or "prohibited use". Examples of illegal use include selling, storing or transporting illicit drugs, drug related paraphernalia or other contraband, violation of any law or ordinance, or commission of a waste or nuisance on or about the premises. As used in this

paragraph, "prohibited use" shall be defined to mean sale of pornography or items depicting sex in any medium including but not limited to film, DVD, print material or statues and figurines, the sale of swords, knives or weapons of any kind, the sale of alcohol or any change of use from the Permitted Use unless the City has given its prior written consent. Tenant shall at all times operate its business in compliance with all applicable regulations and requirements of all county, municipal, state, federal and other governmental law or regulations in effect during the term of this agreement.

Vendors agree to participate for the entire time of the event. **If a Vendor vacates his space prior to the evening closing time (8:30 pm) or leaves their space unattended for an extended amount of time, that vendor will be prohibited from future participation in the Fullerton Market and will forfeit refund of any unused fees.** Failure to comply with "PARTICIPATION GUIDELINES" may result in immediate removal from the MARKET and/or denial for participation in subsequent weeks.

## *Vendor Policies & Procedures*

### **Vendor Entrance & Arrival**

ALL DOG DAYS vendors must enter from Pomona and Whiting Aves.

*NOTE: All Dog Days vendors are to check-in at Pomona and Whiting. (from Chapman Ave., take Pomona Ave. south and turn right on Whiting. Then turn left just before the parking structure and follow it behind the south side of the structure).*

Free parking is available for the Fullerton Market in the Wilshire Parking Structure (located on Wilshire Ave) and the Chapman Parking Structure (located on Chapman behind the plaza).

Vendors may arrive for set-up between **2:30 - 3:15 p.m.** Check-in hours for the vendors will be strictly enforced.

Vendors arriving prior to 2:30 pm will not be allowed into the event area until check-in has begun.

Vendors arriving after 3:15 p.m. must enter at the Chapman parking structure off of Chapman and Pomona to unload their items.

**All vehicles must be removed from the Market area by 3:30 p.m.**

Vendors must have all items set-up and **ready to sell by 4:00 pm** as indicated under section "LATE FEE".

### **Vendor Set-Up**

Staff will direct you to your space upon arrival to the event.

When arriving to your space, **off-load your vehicle directly in front of your space** and then park in either the Wilshire Parking Structure or Chapman Parking Structure

(free parking).

**Please set-up your space AFTER parking your vehicle** to ensure there is enough space for all vendors to unload their items in a timely manner.

### **Display Specifications**

Spaces are 10' x 10' and located throughout the Market area.

Your set-up may not obstruct fire lanes (beyond 2' in front of or 2' behind booth).

All display items **must fit** in the 10' x 10' space assigned to you

Sound amplification at your space is not permitted unless authorized by FULLERTON MARKET Staff.

Vendors may bring their own canopies to set up. **Canopies are NOT provided by the FULLERTON MARKET.**

### **Equipment**

Vendor is responsible for providing all equipment necessary for their space operation including: tables, chairs, etc. **Equipment and Electricity are NOT provided by the FULLERTON MARKET.**

## **Electricity & Lighting Policy**

**Electricity is not available.**

Each vendor must supply their own lighting.

### **Flyers, Banners, Signs & More**

Do not post any materials, i.e. signs or banners, on trees, pillars, walls etc. Materials can only be posted in vendor areas, on tables or canopies.

No handwritten signs allowed.

Do not pass out stickers of any kind.

Do not pass out or use chalk in the Market area.

## ***Closing Procedures***

The FULLERTON MARKET is officially closed at **8:30 p.m.** **Tear down and vacating of your space may not begin prior to this time** as indicated under section "SPACE ACTIVITY"

You must dismantle your space **completely** prior to bringing your vehicle back into the site.

**Vendors have one hour to clean their space and vacate the area.** A \$50 fee may be assessed if a vendor requires the assistance of Market staff in order to vacate by 9:30 p.m.

### **Rain or Shine!**

The FULLERTON MARKET will be held regardless of the weather. **Vendors should not assume the event is cancelled.** No credits will be given to vendors who do not check in.

In the event of a natural disaster, extreme weather, or unexpected circumstance the Market Staff, will notify Vendors of event postponement and arrange any necessary credits. Refunds will not be given; credits will be arranged as available.

No credits will be given under any circumstances, unless the market staff cancels the market.

## ***OTHER FEES***

### **Absences -**

In order to receive a credit for a cancelled reservation, you must cancel by Friday, August 7th for a refund. Vendors who cancel after this date will forfeit their \$35 fee.

### **Late Fee**

There will be a \$15.00 late fee charge if you are not ready to sell all items by 4:00pm.

### **Check Policy**

When you make your payment to the City of Fullerton, please be advised that if your check is returned for non-sufficient funds, it will be sent to the City's contract agent FEDChex, for collection. The handling fee for a non-sufficient funds check is \$25.00.

You also may not resume participation in the FULLERTON MARKET until all fees have been recovered. If your check is returned, payment will be accepted by cash or a money order only. You may not post date checks. Checks may be cashed by the City of Fullerton within 30 days.

Please call if you have any questions regarding the FULLERTON MARKET. When leaving a message, please leave your name, address, phone number, type of product you are vending, and the reason for your call. We will return your call as soon as possible.

Special Events Office - 714-738-3338

*THANK YOU!*

The FULLERTON MARKET DOG DAYS is a program of the Cultural & Events Services Division of the City of Fullerton's Parks & Recreation Department, in partnership with the Fullerton Museum Center Association.