



March 10, 2010

Dear Vendor:

Folsom's 3<sup>rd</sup> Annual Cyclebration is scheduled for September 10<sup>th</sup> – 12<sup>th</sup>, 2010. Cyclebration is Northern California's most fun, family-friendly weekend of bicycle riding and racing, centered around the trails, lakes, history, and hills of Folsom. Saturday will be the most active day with 8 cycling events. The cycling events will be centered around a festival held at Folsom City Park.

The festival is focused on being fun, healthy, and active! We encourage vendor booths that are fun and somewhat interactive involving people in whatever product you are going to sell or present. We want your business to be creative and inviting.

Over the entire weekend 5,000 people will be either participating in the events or watching. Our festival day, Saturday, September 11<sup>th</sup> 3,500 people will be participating. We already have many retail stores, bike shops, and local restaurants involved and you may want to secure your spot soon. Please look over the instructions and packet carefully. If you want to participate fill out the application completely and return it to the address below by Friday, August 6<sup>th</sup>, 2010, but the sooner you return it the better.

Please mail your application to:

Kelly Ford  
50 Natoma Street  
Folsom, CA 95630

Sincerely,

Kelly Ford  
Recreation Coordinator  
kford@folsom.ca.us  
916-351-3505

For more information please visit our website:

[www.folsomcyclebration.com](http://www.folsomcyclebration.com)

	<p><b>2010 Cyclebration</b> Folsom Lake Bike Festival September 11<sup>th</sup> Sat., 10am – 5pm</p> <p><i>Vendor Application</i></p>
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Deadline: All applications must be received by Friday, August 6<sup>th</sup>, 2010.

Thank you for your interest in being a vendor in the 2<sup>nd</sup> Annual Cyclebration. Please read all information carefully and fill out the application completely. The application is neither an offer nor a guarantee of space. If you have any questions please contact Kelly Ford at (916) 351-3505.

Incomplete Applications will not be considered.

## Vendor Packages

### Vendor Package A

\$150

Reserved booth space (10x10) for passing out flyers, coupons, sale of product, etc.

### Vendor Package B

\$200 for larger space and sale of product

Reserved booth space (20x10) for larger scale presentations (like demos) and the sale of product.

### **Vendors (Package A and B):**

1. All booths must comply with government rules and regulations regarding health, fire and safety. All booths are subject to an inspection by the Fire Marshall.
2. If you plan on selling product you must possess and provide a copy of your current California Seller's Permit with this application. Proof of permit must be available on site. Permits may be obtained from: State Board of Equalization, 3321 Power Inn Road, Suite 210, 95826-3889 or call 916-227-6700. You may also contact your local board office. You must include a photocopy of your seller's permit license with this application.
3. All vendors must collect and report all sales tax to the State Board of Equalization.

4. Please be aware that we are striving to make this festival green, leaving little to no carbon footprint. Please keep flyers, paper products, coupons, etc. to a minimum. Again, we encourage your creativity to come up with a fun and interactive booth.
5. If you are planning on conducting clinics, workshops, and/or classes please specify on the application. Also photos of your booth or business are appreciated. Any photos submitted will not be returned.
6. Limited electricity is available. Food vendors get first priority. Please call me for specifications.
7. No refunds will be given after August 31<sup>st</sup> for the expo / festival. Otherwise all requests for refunds must be requested through Kelly Ford either by e-mail, [kford@folsom.ca.us](mailto:kford@folsom.ca.us), or phone, (916) 351-3505.

Vendor Application  
2010 Cyclebration  
September 11<sup>th</sup>  
Sat., 10am– 5pm



Contact: Kelly Ford at (916) 351-3505  
50 Natoma Street Folsom, CA 95630

Please print legibly and fill in completely.

Business Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Day Phone: (\_\_\_\_) \_\_\_\_\_ Eve. Phone: (\_\_\_\_) \_\_\_\_\_  
Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_  
CA Seller's Permit Number: \_\_\_\_\_ (please include photo copy)  
Vendor Package (please circle): A B C Bringing Generator: Yes / No  
Amount Enclosed \$ \_\_\_\_\_

\*Please indicate type of booth on back or on a separate sheet describing food or product.

**Sponsor / Vendor will provide:**

- Booth materials – table, pop-up, interactive activity
- Any other items needed to sell product, food, etc.

**Festival Coordinator will provide:**

- Reserved booth space with vendor name

**Liability Waiver**

*I agree to indemnify and hold harmless The City of Folsom Parks and Recreation Department, California State Parks and Kaiser Permanente their employees, contractors and officers and any other cosponsoring agencies from any liability for injuries or damages which may arise as a result of participation in this activity. I further agree that The City of Folsom Recreation Division may act in an emergency as best fits the situation in the event of either myself or emergency contact can not be reached. I am aware that the sponsoring organizations do not carry medical insurance for participants in this activity.*

Print Name \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Coordinator's Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_