18th annual Music on the Main Summer Concerts

INFORMATION PACKET for
RETAIL/ARTISAN & INFO BOOTH VENDORS

ABOUT MUSIC ON THE MAIN
Music on the Main is an annual summer concert sponsored by Richmond Main Street Initiative (RMSI), a nonprofit organization revitalizing historic Downtown Richmond through arts and entertainment. Admission to Music on the Main is free and all members of the community are welcome to attend. The concert features a variety of musical performances, activities for children, and vendor booths that showcase area merchants, local retail/artisan and food businesses, and nonprofit organizations.

The vendors who participate in Music on the Main help create an event that offers goods, services, information, and a sense of community togetherness for all attendees. Benefits to vendors include promoting their business, reaching current and new customers, and networking with community members, representative, and other businesses.

EVENT INFORMATION
Dates: Wednesdays, July 24 & August 28
Time: 5pm-7:30pm  Set-up: 3pm-4:30pm
Location: Parking lot @ Marina Way & Macdonald Avenue, Downtown Richmond

FEES SCHEDULE & REGISTRATION DEADLINES

<table>
<thead>
<tr>
<th>Vendor Type*</th>
<th>Fee Per Date</th>
<th>Registration Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail/Artisan—Downtown Richmond Merchant*</td>
<td>$30</td>
<td>Wednesday, July 10</td>
</tr>
<tr>
<td>Retail/Artisan—Greater Richmond/Bay Area &amp; Beyond</td>
<td>$40</td>
<td>Wednesday, August 14</td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Organization</td>
<td>$20</td>
<td></td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Org. w/ Sales</td>
<td>$30</td>
<td></td>
</tr>
<tr>
<td>Information Booth—Commercial Business</td>
<td>$50</td>
<td></td>
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</tbody>
</table>

* More info about vendor types on Page 2

IMPORTANT INFO AT-A-GLANCE
- Space is limited and available on a first-come, first-reserved basis.
- Registration entitles vendor to one (1) 10’x10’ space.
- Vendor must supply their own tables, chairs, materials, staff, and all other necessary supplies. Canopy tents must be weighted. Tables, chairs, and market umbrellas are available for rent. See registration form for details.
- Payment due at time of registration. See Page 3 for payment options.
- Vendor Type Definitions & Registration Requirements: See Page 2 for details.
- Vendor Terms and Conditions: All vendors must agree and adhere to terms and conditions outlined on Page 3.

WAYS TO REGISTER – CHOOSE ONE
1. **RECOMMENDED** Online at [www.richmondmainstreet.org/vendors](http://www.richmondmainstreet.org/vendors)
2. Mail or drop off completed form on Page 4, additional paperwork, and payment to: Richmond Main Street, c/o Alicia Gallo, 1600 Nevin Plaza, Richmond, CA 94801
3. Fax completed Registration form: (510) 236-4052, Attn. Alicia Gallo. Send payment separately.
4. Email PDF of completed Registration form: Alicia at outreach@richmondmainstreet.org. Send payment separately.

Contact: Alicia Gallo, (510) 236-4049 or outreach@richmondmainstreet.org for more information and with any inquiries.
Music on the Main 2019  
Retail/Artisan & Info Booth Vendor Requirements & Fee Schedule

<table>
<thead>
<tr>
<th>Vendor Type &amp; Definition</th>
<th>Business License</th>
<th>Seller’s Permit</th>
<th>Resale License</th>
<th>EIN#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail/Artisan—Downtown Richmond Merchant</td>
<td>Y</td>
<td>Y</td>
<td>If applicable</td>
<td>N</td>
</tr>
<tr>
<td>Business selling non-food items (jewelry, clothing, candles, paper goods, home decor, accessories, art, etc.) AND operating within the boundaries of the Historic Downtown Richmond commercial district: 6th-16th St. between Bissell and Barrett Ave.</td>
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</tr>
<tr>
<td>Retail/Artisan—Greater Richmond/Bay Area &amp; Beyond</td>
<td>Y</td>
<td>Y</td>
<td>If applicable</td>
<td>N</td>
</tr>
<tr>
<td>Business selling non-food items (jewelry, clothing, candles, paper goods, home decor, accessories, art, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Organization</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>Nonprofit organizations, community groups, governmental departments, office of elected officials, educational agencies, churches, etc. providing information/resources, giveaways (non-food), activities.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Org. w/ Sales</td>
<td>Y</td>
<td>Y</td>
<td>If applicable</td>
<td>Y</td>
</tr>
<tr>
<td>Nonprofit organizations, community groups, governmental departments, office of elected officials, educational agencies, churches, etc. providing information/resources, giveaways (non-food), activities AND selling merchandise.</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Information Booth—Commercial Business</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>For profit or commercial business (gym, retail store, service provider, independent contractors, referral/network marketing company representatives, etc.) offering information only.</td>
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<td></td>
</tr>
</tbody>
</table>

For more information about vendor requirements, guidelines & resources, visit [www.RichmondMainStreet.org/vendors](http://www.RichmondMainStreet.org/vendors)

Still have questions? Contact Alicia Gallo: (510) 236-4049 or [outreach@richmondmainstreet.org](mailto:outreach@richmondmainstreet.org)
1. **Registration**: Vendor must complete the Music on the Main 2019 Artisan/Retail & Info Booth Vendor Registration Form (Registration), also available online at [www.richmondmainstreet.org/vendors](http://www.richmondmainstreet.org/vendors), in order to be considered for participation. Registration and all supplemental materials must be completed and submitted in full. Space is limited and available on a first-come, first-reserved basis. Additionally, Richmond Main Street Initiative (RMSI) seeks to present a varied mix of food vendor options. RMSI reserves the right to deny any Registration for any reason.
   a. **Deadlines to register**: For July 24 date: July 10 For August 28 date: August 14
2. **Contract**: A submitted Registration is an offer to contract between RMSI and Vendor. A contract is formed only upon RMSI’s notice to Vendor that the Registration has been accepted and payment received. By entering said contract, Vendor agrees to adhere to all Terms and Conditions as outlined and direction of RMSI staff. Permission to sell/exhibit/participate at the Event is a personal privilege and right granted to Vendor. The contract and booth space shall not be assigned, transferred, or sublet without the permission of RMSI. Accepted Registration allows for Vendor to participate in the Event, but does not guarantee sales.
3. **Vendor Fee & Payment**: Vendor agrees to pay RMSI the amount indicated in the fee schedule, plus any fees for equipment rental, which must be made at time of Registration. Fees are due in full at time of Registration and can be made via the following methods: Credit card (online only-via Eventbrite Registration); Cash (drop-off only); or Check, Money Order, or Cashiers’ Check (made payable to: Richmond Main Street Initiative). Without payment Registration is not complete and space is not guaranteed. If Registration is not accepted, the fee shall be returned to Vendor.
4. **Cancellation**: If, for any reason, Vendor cancels participation less than 2 weeks prior to the scheduled Event, all fees paid pursuant the contract will be retained by RMSI.
5. **Equipment Rental**: If desired or needed, Vendor may rent equipment through RMSI. All equipment rental requests must be made at time of Registration. Availability of equipment is not guaranteed after Registration deadline. Cancellation of rental must be made at least 1 week in advance. Equipment rental fees are non-refundable if cancellation occurs less than 1 week in advance.
6. **Liability**: Upon submission of Registration, Vendor releases RMSI from liability in connection with any damage to Vendor’s person and/or anyone operating Vendor’s booth, merchandise and/or personal property due to fire, theft, breakage, or disturbance in connection with and/or during the Event.
7. **Set-Up**: **Set-up begins at 3pm and Vendor must be fully set-up by 4:30pm. All vendors must check in with RMSI staff before setting up.** Vendor space is not guaranteed to vendors who arrive after 4:30pm. Vendor may use his/her vehicle within the Event space for set-up purposes only; to ensure the safety of RMSI staff, vendors, volunteers, and guests, vendors arriving after 4:30pm will not be allowed to drive vehicles in the Event space for set-up.
8. **Hours of Operation**: **Service/Shop Hours of Operation for all vendors: 5pm – 7:30pm.** All vendors are advised to be ready to serve/greet customers by 4:45pm. Booths must be fully staffed by 4:30pm and must remain fully staffed at all times. **No Vendor will be allowed to continue sales/service past 7:30pm.** All vendors must complete clean-up and vacate event space by 8:30pm.
9. **Parking**: Vendor is allowed one (1) parking space in gated lot located on 13th Street between Macdonald Avenue and Nevin Avenue. This lot will be locked during Hours of Operation and opened at 7:30pm for clean-up.
10. **Vendor Space**: Registration entitles Vendor to one (1) 10’x10’ booth space. Vendor booth location is determined by RMSI, is subject to change, and is non-negotiable. Booth set-up exceeding 10x10 may be subject to additional fees.
11. **Vendor Responsibilities**: **Vendor must provide all supplies** including but not limited to: tables, chairs, tents, merchandise, cash/change, promotional and display materials, etc. Limit of one (1) canopy tent not exceeding 10’x10’ (if needed) per Vendor. **Vendor must supply adequate weights and/or securement equipment for canopy tent. Vendor will not be allowed to set-up canopy tent without use of weights.**
12. **Booth Appearance**: At all times, Vendor will confine his/her display of items within his/her assigned vendor area. Vendor is responsible for maintaining a neat and orderly booth area and properly dispose of trash and waste before, during, and after the Event. If Vendor leaves excess trash or damage, Vendor may be charged any fees levied upon RMSI or participation in future events may be restricted.
13. **Smoking & Animals**: Smoking is prohibited. No animals are permitted at the event other than visual aid dogs.

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**Failure to comply** with above terms and conditions may result in automatic closure and may result in revocation of vendor space without refund.
Music on the Main 2019
ARTISAN/RETAIL & INFO BOOTH VENDOR REGISTRATION FORM

Vendor Information
Company/Organization Name: _________________________________________________________________
Address: __________________________________________________________________________________
City: ______________________________________    State: ___________       Zip: ______________
Website: _____________________________________________
Contact Name: __________________________________     Email: _____________________________________
Business Phone: ____________________________     Cell Phone: _________________________________
Onsite Contact: __________________________________    Email: _____________________________________
Business Phone: ____________________________    Cell Phone: _________________________________
Items you will be selling and/or information/activity providing: _______________________________________
___________________________________________________________________________________________

Business Information *complete all that apply*

Business License#       Seller’s Permit #       Resale License #       Nonprofit EIN#

Date(s):  □ July 24 only  □ August 28 only  □ July 24 AND August 28

Vendor Type  *Select One* 1 Date  Both Dates

☐ Retail/Artisan—Downtown Richmond Merchant  $30  $60
☐ Retail/Artisan—Greater Richmond/Bay Area & Beyond  $40  $80
☐ Information Booth—Nonprofit/Community Organization  $20  $40
☐ Information Booth—Nonprofit/Community Org. w/ Sales  $30  $60
☐ Information Booth—Commercial Business  $50  $100

Equipment Rental – per date (optional)  ___ 6’ table @ $10/ea   ___ 11’ Market Umbrella @ $50/ea
  ___ Chair @ $5/ea       ___ 10’x10’ Canopy Tent @ $110/ea  Total=

Total Fee Enclosed (Booth Fee: $ _________  +  Equipment Rental Total: $ _________)  =

Vendor Agreement
I acknowledge that I have read and agree to the Vendor Terms and Conditions as outlined in the Vendor Information Packet. I also acknowledge that submitting this Registration does not entitle or guarantee to me a vendor booth space; that RMSI reserves the right to accept or deny this Registration for any reason and at any time; that RMSI will contact me regarding the status of this Registration’s acceptance by the participation determination deadline outlined in the Vendor Terms and Conditions.

Signature of Company Representative ____________________________    Date ____________

Ways to Submit this Registration Form
1. Mail to or drop off this completed form and payment:
   Richmond Main Street Initiative, c/o Music on the Main
   1600 Nevin Plaza, Richmond, CA 94801
2. Fax completed Registration to (510) 236-4052, Attn: Alicia Gallo
3. Email PDF of completed Registration to: outreach@richmondmainstreet.org and send payment separately