11th annual Spirit & Soul Festival
INFORMATION PACKET for
RETAIL/ARTISAN & INFO BOOTH VENDORS

ABOUT SPIRIT & SOUL FESTIVAL
Spirit & Soul Festival, hosted by Richmond Main Street Initiative, is Downtown Richmond’s premiere event. This annual street festival brings together residents, local businesses, and supporters of Main Street for the Celebrate Downtown and further its revitalization. Spirit & Soul Festival 2019 will transform Macdonald Avenue into an outdoor bazaar complete with food & artisan vendors, beverage pavilion, information & activity booths, youth zone & community stage, and phenomenal musical performances.

The vendors who participate in Spirit & Soul Festival 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
Date: Saturday, September 21, 2019
Event Time: 1pm-5pm
Vendor Set-up: 10am-12pm
Location: Macdonald Avenue, Harbour Way – 13th Street, Downtown Richmond

FEE SCHEDULE & REGISTRATION DEADLINES
<table>
<thead>
<tr>
<th>Vendor Type*</th>
<th>EARLY</th>
<th>LATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail/Artisan—Downtown Richmond Merchant</td>
<td>By August 23</td>
<td>$50</td>
</tr>
<tr>
<td>Retail/Artisan—Greater Richmond/Bay Area &amp; Beyond</td>
<td></td>
<td>$60</td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Organization</td>
<td>August 24-30</td>
<td>$25</td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Org. w/ Sales</td>
<td></td>
<td>$35</td>
</tr>
<tr>
<td>Information Booth—Commercial Business</td>
<td></td>
<td>$60</td>
</tr>
</tbody>
</table>

* More info about vendor types on Page 2

PARTICIPATION INFORMATION AT-A-GLANCE
- Space is limited and available on a first-come, first-reserved basis.
- Availability not guaranteed by deadlines. If spaces sell out prior to the deadline, a waitlist will be activated.
- 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
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.
## FEE SCHEDULE & REGISTRATION DEADLINES

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<tr>
<td>Retail/Artisan—Downtown Richmond Merchant</td>
<td></td>
<td>$70</td>
</tr>
<tr>
<td>Retail/Artisan—Greater Richmond/Bay Area &amp; Beyond</td>
<td>$60</td>
<td>$80</td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Organization</td>
<td>$25</td>
<td>$35</td>
</tr>
<tr>
<td>Information Booth—Nonprofit/Community Org. w/ Sales</td>
<td>$35</td>
<td>$45</td>
</tr>
<tr>
<td>Information Booth—Commercial Business</td>
<td>$60</td>
<td>$80</td>
</tr>
</tbody>
</table>

### VENDOR TYPE DEFINITIONS & REGISTRATION REQUIREMENTS

<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>
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<td></td>
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<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>
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<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>
<td></td>
<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, giveaways (non-food), and/or activities. (no sales)</td>
<td></td>
<td></td>
<td></td>
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</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
1. **Registration:** Vendor must complete the Spirit & Soul Festival 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 vendor booths. RMSI reserves the right to deny any Registration for any reason.

   **Deadlines to Register:** For Early Rate: Friday, August 23 For Late Rate: August 24-30

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 Application. Availability of equipment is not guaranteed after application 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. **Event Location/Venue:** Macdonald Avenue between Harbour Way and 13th Street, Downtown Richmond

8. **Parking:** Vendor is offered one (1) parking space in gated lot located on 13th Street between Macdonald Avenue and Nevin Avenue. This lot may be locked during Hours of Operation and re-opened at 5pm for clean-up.

9. **Set-Up:** Set-up begins at 10am. Vendor must check in with RMSI staff before setting up. Vendor space is not guaranteed to vendors who arrive after 11:30am. Food vendors must be fully set-up and ready for health inspection by 12pm. Vendor may use his/her vehicle within the Event space for unloading purposes only; to ensure the safety of RMSI staff/vendors/volunteers/guests, vendors arriving after 11:30am will not be allowed to drive vehicles in the Event space.

10. **Hours of Operation:** Service/Shop Hours of Operation for all vendors: 1pm – 5pm. Vendor is encouraged to be ready to serve/greet customers by 12:30pm. Booths must be fully staffed by 1pm and must remain fully staffed at all times. No Vendor will be allowed to continue sales/service past 5pm. All vendors must complete clean-up and vacate venue by 7pm.

11. **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.

12. **Vendor Responsibilities:** Vendor must provide all supplies including but not limited to: tables, chairs, tents, food service equipment, water, generators, 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.

13. **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.

14. **Smoking & Animals:** Smoking is prohibited. No animals are permitted at the event other than visual aid dogs.

Failure to comply with above terms and conditions may result in automatic closure and may result in revocation of vendor space without refund.
Spirit & Soul Festival 2019
ARTISAN/RETAIL & INFO BOOTH Vendor Registration Form
Saturday, September 21, 2019 | 1pm-5pm

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#

Vendor Type   *Select One*                  Early By 8/23  Late 8/24-8/30
☐ Retail/Artisan—Downtown Richmond Merchant                   $50    $70
☐ Retail/Artisan—Greater Richmond/Bay Area & Beyond                      $60    $80
☐ Information Booth—Nonprofit/Community Organization                  $25    $35
☐ Information Booth—Nonprofit/Community Org. w/ Sales                  $35    $45
☐ Information Booth—Commercial Business                              $60    $80

Equipment Rental (optional) ___ 6’ table @ $10/ea ___ 11’ Market Umbrella @ $50/ea ___ Chair @ $5/ea ___ 10’x10’ Canopy Tent @ $110/ea 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 Spirit & Soul Festival
   1600 Nevin Plaza, Richmond, CA 94801
2. Fax completed Registration to (510) 236-4052, Attn: Alicia Gallo outreach@richmondmainstreet.org and send payment separately
3. Email PDF of completed Registration to: outreach@richmondmainstreet.org and send payment separately