



Mission Beach Centennial Festival at Belmont Park Festival Application



The **Mission Beach Centennial Festival** is the last and largest event of the year-long Centennial Celebration. We are taking over the parking lots of Belmont Park with 25,000 expected attendance, a large Beer Garden, Live Local Music, Decades Bathing Suit Show, a Chili Cook-Off, Children's Area, space for **OVER 100 DIVERSE VENDORS** and much more! This will be unlike any event ever produced in Mission Beach. Fun, Family & celebrate 100 years of Mission Beach. Due to the low booth cost, **THIS WILL SELL OUT.**

Event: Mission Beach Centennial Festival
Event Date: Saturday, September 27, 2014, 11:00am to 7:00pm
Event Location: Belmont Park, Mission Beach, CA
Event Producer: Mike Spangler, President, [Spangler Event Productions](http://www.SpanglerEventProductions.com) – www.SpanglerEventProductions.com
Event Website: www.MissionBeachCentennial.org/Festival.html

Contact Person: _____
Exhibitor / Sponsor Company: _____
Contact Phone: _____ **Contact Email:** _____
Business Address: _____
Website: _____

PARTICIPATION OPPORTUNITIES (please check):

**see page 2 for details*

- 10'x10' Food Booth (space only): \$250**
- 10'x10' Booth (space only): \$250**
- 20 Amp Circuit Power Drop: \$50 each – QTY _____**
- Direct Mailer Campaign**
 - \$600 1 / 4 page advertisement, that's \$0.12 / resident
 - \$350 1 / 8 page advertisement, that's \$0.07 / resident
 - \$175 1 / 16 page advertisement, that's \$0.035 / resident
 - \$95 logo placement only, that's \$0.025 / resident
- Flyer Hand Out Permission: \$175**
- Wine / Beer Tasting Cups Sponsor: \$TBD**
- Donated Give-away Item: What is it? _____ Retail Value \$ _____**

I hereby warrant and confirm that the above information is, to the best of my knowledge true and correct and further certify that I have read all of the information provided in this application.

Signature _____ Name _____

Title _____ Date _____

Your signature above represents your understanding and agreement to all terms and conditions stated below.

Make checks payable to Mission Beach Centennial
Mail this application and check to:
Spangler Event Productions | 5162 Foothill Blvd | San Diego 92109
www.missionbeachcentennial.org
Mission Beach Centennial Festival at Belmont Park

Spangler Event Production | Mission Beach Centennial
Mike Spangler | newsletter@spanglereventproductions.com | 858.401.0849

SPONSOR, BOOTH & ADVERTISING OPPORTUNITIES DETAILS

- ❑ **10'x10' Food Booth (space only): \$250**
 - (1) 10'x10' space only (company to provide County of Health permit & approved 3-sided tent)
 - Logo on Festival Website under "Participating Businesses"
 - Company must adhere to & pull all necessary permits at company's expense, if applicable
 - Refer to the "[TEMPORARY FOOD FACILITY PERMIT INSTRUCTIONS TO FOOD VENDORS \(p.6\) here](#)"
 - Listed on event website with external link to company website
- ❑ **10'x10' Booth (space only): \$250**
 - (1) 10'x10' space only
 - Listed on event website with external link to company website
- ❑ **20 Amp Circuit Power Drop: \$50 each**
 - Power for your booth in 20 Amp increments. Order as many as you like
- ❑ **Direct Mailer Campaign**
 - 5,000+ color, 2-sided event flyer & business advertising (8.5" X 11") mailed to Mission Beach and beyond residents 1 week prior to event
 - \$350 1/8 page advertisement, that's \$0.07 / resident
 - \$175 1/16 page advertisement, that's \$0.035 / resident
 - \$95 logo placement only, that's \$0.025 / resident
 - Listed on event website with external link to company website
- ❑ **Flyer Hand Out Permission: \$175**
 - Company to provide all flyers and up to (2) people to hand out flyers at event
 - Only allowing (4) companies to participate
- ❑ **Wine / Beer Tasting Cups Sponsor: \$TBD**
 - Your company logo on 1,250+ cups
 - Listed on event website with external link to company website
- ❑ **Donated Give-away Items**
 - Several pre-event / event give-aways with donated items & web page listing on "Give-away" section
 - Listed on event website with external link to company website
- ❑ **CUSTOM PACKAGES AVAILABLE TO SUIT ANY NEED!**

**if you need rental items such as a pop-up canopy, tables, linens, chairs, etc, we are happy to include in our order at COST*

**due to budget constraints, no power will be available (personal, small generators will be considered but need Management approval)*

TERMS AND CONDITIONS FOR ALL SPONSORS AND EXHIBITORS

1. The Mission Beach Centennial Committee (MBCC) shall assign Exhibitor for the period of the Event the exhibit space contracted for herein or such other exhibit space that the MBCC in its discretion deems comparable. Such assignment is made for the period of this event only and does not imply that same or similar space will be held or offered for future events.
2. Exhibitor agrees that all exhibit fees must be paid to MBCC prior to move-in of Exhibitor's display into the Event area. At all times, at its sole and exclusive discretion, the MBCC may reassign the exhibit space assigned to another exhibitor and assign alternative space to Exhibitor.
3. Exhibitor remains liable for payment of all fees set forth in this agreement.
4. MBCC makes no representations or warranties regarding the number of persons who will attend the Event, such number being impossible to predict accurately at this time.
5. MBCC reserves the right to circulate any advertising to Event registrants within 30 days after the Event date and such circulation shall represent the appearance of such advertising and no refund shall be due Exhibitor. Exhibitor understands and agrees that MBCC does not guarantee any specific circulation for any advertising purchased outside of circulation to all Event registrants.
6. MBCC shall supply all exhibitors with rules and regulations covering the Event and the Event's venue. Exhibitor agrees that these rules and regulations are an integral part of this agreement and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by MBCC for the efficient, safe operation or success of the Event as soon as these additional regulations are communicated to Exhibitor. Some are listed in this document.

7. This Agreement may be cancelled by MBCC if MBCC becomes aware of any false or misleading information on applications or any documentation provided or verbally stated, or disreputable business practice or unethical dealing with the business or reputation on the Event, MBCC, City of San Diego, or other exhibitors. There are no refunds.
8. Exhibitors shall display only merchandise listed in their business description. Any substantial change in the type or character of Exhibitor's product lines requires MBCC's prior written approval. No sales exclusivity on type of merchandise is extended to any exhibitor unless specifically negotiated with MBCC and such exclusivity is noted on the first page of this agreement.
9. Booth location to be determined by MBCC Staff. Assigned space is not contingent on location of Event entrances and exits, other exhibitor or attractions. It is agreed that assigned space is final and may not be changed once the Event is open, except at the request of MBCC.
10. All designs for displays (other than provided by MBCC) must be submitted to MBCC for approval prior to installation or set up.
11. Exhibitor shall not make any promotional efforts, nor supply any transportation or lure, that has the effect of drawing attendees away from the Event. All businesses and other activity, for which the vendors have rented space, must be conducted within the designated booth space only. Exhibitors shall not distribute, canvass flyers, not is any vending allowed of any kind may be done by strolling through the Event's venue or grounds unless approved by MBCC.
12. The Exhibitor agrees that MBCC or its affiliates may take photographs of the Exhibitor's space, exhibit and exhibit personnel during, before, or after the open hours of the Event, for any promotional use by MBCC.
13. Exhibitor shall not use any music from any source that requires permission from the copyright owner unless they have, in advance, obtained written permission to perform such music, as required, and provided MBCC with a copy of the fully executed agreement. Exhibitor agrees to indemnify MBCC for all claims resulting from failure to comply with these requirements.
14. Exhibitor fees paid, and accepted by MBCC are non-refundable under any circumstances. In the event that becomes of war, fire, rain, strike, governmental order, public catastrophe, act of God, or the public enemy or other cause beyond the control of MBCC, the Event or any part thereof is prevented from being held, is canceled by MBCC or the exhibit space assigned hereunder becomes unavailable, the refund of the exhibit and/or sponsorship fees to the Exhibitor shall be at the sole discretion of MBCC reserves the right to re-schedule the event at no additional cost to the Exhibitor.
15. Exhibitor agrees that neither MBCC, Belmont Park Entertainment, and the City of San Diego, or any affiliates, nor any of their officers, agents, employees, or other representatives shall be held accountable or liable for, and the same are hereby released from accountability and liability for any damage, loss, harm or injury to the person or property of the Exhibitor or the Exhibitor's officers, agents, employees, or other representatives resulting from theft, fire, water, accident, or any other cause. Exhibitor also agrees that MBCC, Belmont Park Entertainment, and the City of San Diego will not obtain any insurance against such damage, loss, harm, or injury to any person or property of the Exhibitor or any of Exhibitor's officers, agents, employees, or other representatives and that the procuring of insurance against those risks is solely the responsibility of the Exhibitor.
16. Exhibitor agrees to indemnify, defend, protect, hold, and save harmless MBCC, Belmont Park, the City of San Diego, and management against and from any and all claims, demands, suits, liability, damages, loss, cost of attorney's fees, and expenses for whatever kind of nature including, but not limited to subrogation claims by having a contract of insurance with the Exhibitor, which might result from or arise out of any action or failure to act on Exhibitor's part or on the party of any of Exhibitor's officers, agents, employees, or other representatives, including but not limited to, claims of damage or loss to the City of San Diego's property or from or out of any damage, loss, harm, or injury to the person or any property the Exhibitor or any of the Exhibitor's officers, agents, employees, or representatives and further including, but not limited to, claims of damage or loss to any third party resulting from an infringement of any copyright, patent, or trademark.
17. Exhibitors will be responsible for all of his/her own merchandise or equipment. MBCC, Belmont Park, and the City of San Diego will not be liable for any lost, stolen, or misplaced merchandise or equipment at the event.
18. Exhibitor shall abide by and observe all, if any, applicable federal, state, and local laws, ordinances, rules, and regulations, all rules with the City of San Diego and other venues' rules at Exhibitor's cost. Contact these agencies, directly, for details.
19. Exhibitors shall not sell, transfer, assign or sublet to a third party their rights hereunder to their exhibit space or any portion thereof, unless written permission is given by MBCC.
20. Exhibitors must provide their own booths, signage, power extension cords, tables, and table coverings, unless otherwise specified. If Exhibitor uses space outside of contracted booth, Exhibitor will be charged unless discussed with MBCC staff.
21. If serving food, Exhibitor must comply with the County of San Diego Department of Environmental Health. Temporary Facility Sponsor Permit \$ proof of Insurance naming MBCC, Belmont Park Entertainment, and the City of San Diego must be submitted to MBCC before August 1, 2014.
22. Exhibitors must post prices in a legible manner and in a visible space within their booth.
23. The sale of alcoholic beverages of any kind is strictly prohibited. Consumption of alcoholic beverages by Exhibitor or any of the Exhibitor's officers, agents, employees, or representatives at Exhibitor booth is prohibited.
24. Exhibitors must provide trash receptacles for waste generated by Exhibitor booth. Improper trash disposal is grounds for exclusion from participation at future events. MBCC will provide trash and recycling dumpsters for use.
25. Exhibitors are required to obtain and display all necessary permits and/or licenses. MBCC, Belmont Park Entertainment, and the City of San Diego are not liable and will not refund any fees or deposits. The application, fees, and guidelines can be found here: www.missionbeachcentennial.org
26. **LOAD IN AND SETUP:** Load in time begins at 7:00AM. Exhibitors and Sponsors must be completely set up by 10:30AM for the Fire Marshall walk through. The event starts at 11:00AM. Load-in and out details will be sent to Exhibitor within (1-2) week(s) of the event date.
27. **OPERATING TIME AND TAKE DOWN:** Exhibitors are required to be open from 11:00AM to 7:00PM closing before the end of the event or staying open after event is strictly prohibited and is grounds for exclusion from participation at future events. Booth take down is after 8:00PM and must be completed by 9:30PM.

28. The following Hold Harmless Agreement is an essential part of this participation form. The undersigned hereby agrees to hold harmless and indemnify MBCC, Belmont Park Entertainment, and the City of San Diego from any costs, losses, damages, injuries, litigation, and liability arising out of or related to the activities and use of public or private property by the undersigned, and the agents and employees of the undersigned, at the above described event.
29. MBCC has the right to transfer or reassign this agreement to its successor or affiliate company.

*If you have further questions, please contact
Mike Spangler, mikespang@gmail.com, 858.401.0849*

*Checks made payable to Mission Beach Centennial

Please accept this agreement as your initial copy of your INVOICE

2 easy ways to submit your application/payment:

1. Mail to: Mike Spangler, Spangler Event Productions, 5162 Foothill Blvd, SD 92109