



41st Annual
MUSHROOM MARDI GRAS FESTIVAL
Downtown Morgan Hill Amphitheater & Surrounding
Area May 29-30, 2021

COMMERCIAL/MARKETPLACE BOOTH APPLICATION

May 29-30, 2021
Downtown Morgan Hill Amphitheater Grounds & Depot Street
Saturday 10am – 7pm & Sunday 10am – 6pm
Outdoor Festival Rain or Shine
70,000 Attendance over 2 days
www.mhmmg.org

Morgan Hill, CA is Silicon Valley's escape. Centrally located between San Francisco and the Monterey Bay, Morgan Hill is one of the most desirable and fastest growing communities in Santa Clara County. People are drawn to the beautiful hillsides surrounding the valley, the peaceful atmosphere and the general quality of life Morgan Hill offers. Morgan Hill's combination of climate, resources, points of interests and ethnic diversity provide a solid economic environment as well as a vital and exciting community in which to live, work and play. Demographics available upon request.

APPLICATION PROCEDURE:

- This application should be filled out if you are promoting a business, selling anything that is retail, buy & sell, mixture of retail/Arts & Crafts or handcrafted by someone other than person selling the festival. **If you are selling prepackaged foods, please fill out the prepackaged vendor application which has different requirements.**
- **If selling merchandise** - completed application must include **2 photos of your items for sale and 1 photo of your booth display.** Applications without photos will not be considered.
- **If Promotional booth (no selling)** - No pictures required
- If you would like your photos returned, please include a self addressed stamped envelope, with enough postage to cover the cost to return your photos. Make sure you keep a copy for your records.
- List all items you will be selling or promoting/giveaways. Giveaways must be approved by management. Items and giveaways not included on the application **will not be allowed to be sold, shown or given away.** Festival management has the right to approve or deny any items for sale or promotion.
- Corner booths are **very limited** and sold out early each year. If you require more than a 10x10 space, it is recommended to sign up for 2 booth spaces. If you are not given a corner booth, you will receive a refund for your corner booth. If you request a corner and do not pay for a corner, you will not receive a corner. Corner booths are considered booths with front of booth and one side open.
- Currently, we accept checks, cashiers checks, money orders, Visa, Mastercard, American Express & Discover for full payment.
- Early-bird registration deadline is April 1. A \$100 fee will be added for applications received after this date. Applications will be accepted until sold out.
- All applications are date stamped and selected on a first come, first served basis. Each booth must have prominent signage identifying company name! Vendors not accepted will have all materials and fees returned. **Cancellations prior to May 1st can receive a refund, minus \$100 processing fee. NO REFUNDS after May 1st!** There is a \$25 fee for returned checks.

SALES PERMIT:

The vendor is responsible for obtaining a current and valid sales permit prior to the event. Only public education institutions are exempt. This is not negotiable. If you do not have a sellers/temporary sellers permit, please visit <https://onlineservices.cdtfa.ca.gov/> to apply for your permit.

SELECTION:

- Selections are made based on quality, date received, duplication of items, and past participation in our event. Please allow at least 2 weeks after receiving your application to process payment and notify you of your acceptance.
- Because of the amount of jewelry vendor applications received, we do not accept applications for jewelry vendors after the deadline date of April 1st. Jewelry vendor applications will be held and juried at one time the first week of April, unless unique, returning and meets our criteria.
- The Committee's decision is based on the needs of the Morgan Hill Mushroom Mardi Gras Festival and is final.
- Vendors will be notified of their acceptance in a timely manner. Those accepted will receive space assignment and set-up information the first week of May. All placement decisions are final. **NO NEGOTIATIONS!**

GENERAL INFORMATION:

- Vendor is provided a 10X10 **SPACE ONLY**. You are required to bring your own display, table, chairs, etc., to fit a 10X10 space. Tables and chairs are not available to borrow or rent from the festival. Please make arrangements to provide your own. You must stay within your assigned area. The Mardi Gras reserves the right to locate vendor booths according to the needs of the festival.
- **No handing out flyers outside your booth.** All displays, merchandise and staff must stay within your 10x10 space. **Sandwich boards and merchandise outside your booth will NOT be tolerated. Sidewalks must remain open and clear at all times.**
- Booth sharing is NOT allowed
- No sodas, bottled beverages and bottled water are allowed to be sold or handed out in vendor booths.
- Electrical service is available only during festival hours and not available in all locations. If you sign up for electrical, you will be given an approved electrical tag to attach to your extension cord. **This will effect booth location. Generators are not allowed in the vendor exhibit areas.**
- Security will be provided from 8pm Friday to 8pm Sunday. Each vendor is responsible for securing their own booth. The Festival is not responsible for any loss or theft incurred by any vendor.
- Access to your booth will be available on Friday at 5pm for set up. **Streets do not close until 5pm.** Vendors are encouraged to put up signs, decorate and move in large items and tables on Friday. If you set up in the wrong booth space **you will be asked to move**. If you are not available to move your booth, Festival management has the right to move your booth and is not responsible for any damage.
- Vendors are responsible for removing their own trash from their area each evening and may not use Festival trash receptacles used by public for its disposal. All boxes must be broken down and disposed of in the dumpsters.
- The Morgan Hill Mushroom Mardi Gras has the right to prohibit and/or evict (without refund or assumption of liability for lost sales or expenses) any presentation or person who is in any manner deemed offensive or unprofessional or not following these rules.
- All vendors agree to participate for the entire event and understand that tear down on Sunday before 6pm is not allowed for any reason.
- Morgan Hill can be windy after 4pm, so please be prepared. The vendor will be held liable in the event that their display causes damage to the display or work of another vendor or event site property or if anyone is injured due to your negligence.

409 Tennant Station #150
Morgan Hill, CA 95037



Phone: (408) 778-1786
Fax: (408) 782-0030
info@mhmmg.com

COMMERCIAL/MARKETPLACE APPLICATION

Application Deadline – April 1, 2021

All fees must be submitted with application. Read the terms & conditions carefully and sign the acceptance of waiver, before returning your application. Applications won't be accepted unless all necessary requirements and payment is returned with the completed application.

Last Name: _____ First Name: _____

Vendor Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone () _____ Fax () _____ Cell () _____

Email: _____ Website: _____

(Email address is for Mushroom Mardi Gras use only)

Resale Permit# (if selling merchandise/items): _____ **Resale permit must be valid and current.** All resale numbers will be submitted to the State Board of Equalization as required by law.

BOOTH INFORMATION (If selling retail, include 2 photos of items, 1 photo of booth display. Promotional booths don't need to send photos. Please include a self-addressed stamped envelope if you would like your pictures returned).

Include a list of what you will be selling or promoting in your booth and any giveaways you will be doing

Special Requests (not guaranteed): _____

Returning Vendor? _____ if so, how many years _____

FEES: You can pay a non-refundable deposit of \$100, **by check only**, to hold your space until April 1st. Final payment is due by April 1st by Check or Credit Card. **If we do not receive your final payment by April 1st, your space will be released.**

10x10 booth space (\$900 for 10x20)	\$475 x _____ spaces =	\$ _____
Non profit 501©3 (no selling, promo only)	\$300 x _____ spaces =	\$ _____
Corner Booth (Additional fee)	Additional \$250 for profit or \$175 non profit	\$ _____
Electrical (\$75 1 outlet; \$125 up to 3 outlets)	_____ outlets =	\$ _____
Late Fee (if received after April 1)		\$100 \$ _____
TOTAL		\$ _____

Mail your application and check or credit card application to: Morgan Hill Mushroom Mardi Gras,
409 Tennant Station #150, Morgan Hill, CA 95037

Email & Fax application (can email pictures) to: info@mhmmg.com or 408.782.0030

409 Tennant Station #150
Morgan Hill, CA 95037



Phone: 408.778.1786
Fax: 408.782.0030
info@mhmmg.com

PLEASE SIGN AND RETURN WITH APPLICATION

(make a copy for yourself to remember the rules and regulations you are signing)

HOLD HARMLESS:

This event is held rain or shine and no space fees or vendor expenses will be refunded should an emergency of any nature arise prior to the opening time or during the event that would prevent or cancel its production. In consideration for being allowed to attend and participate in the 41st Annual Mushroom Mardi Gras Festival, May 29-30, 2021, vendor agrees to protect, defend and hold harmless Morgan Hill Mushroom Mardi Gras, Inc., and their respective elective or appointed boards, officers, agents, and contract employees from any and all claims, liabilities, expenses, or damages of any nature, including reasonable attorney's fees, to the extent such claims, liabilities, expenses, or damages arise out of the participation by the Mushroom Mardi Gras, its agents, officers, employees, subcontractors, or independent contractors, at the festival. In consideration of your acceptance of this entry, I, intending to be legally bound, do hereby for myself and my heirs, executors, and administrators, waive and release any and all rights and claims or damages I may accrue against the persons and organizations affiliated with the Morgan Hill Mushroom Mardi Gras for any and all injuries that may be suffered by me at or enroute to and from the event.

I have read and understand the terms & conditions and instructions as outlined in the Vendor Application information and agree to abide by them.

Entrants must sign, signifying acceptance of waiver.

Contact Name (please print) _____

Vendor Business Name: _____

Signature: _____ Date: _____



CREDIT CARD APPLICATION

Please fill out the following and return with your vendor application if you would like to use a credit card to pay for your vendor fees.

Name as it appears on Credit Card _____

Vendor Business Name _____

Credit Card Billing Address _____

Credit Card Billing City _____

Credit Card Billing State _____

Credit Card Billing Zip Code _____

Visa Mastercard Discover Amex

Credit Card Number _____

Expiration Date _____

I authorize the Morgan Hill Mushroom Mardi Gras to charge my credit card for:

Amount to be charged \$ _____

Signature: _____

41st Annual
2020 MORGAN HILL
MUSHROOM MARDI GRAS FESTIVAL

EXECUTIVE SUMMARY

- DATE & TIME ~** Saturday, May 29 from 10am – 7pm &
Sunday, May 30 from 10:00 a.m. to 6:00 p.m.
- LOCATION ~** Downtown Morgan Hill on the grounds of the Downtown Morgan Hill Amphitheater & Community Center and surrounding area including Depot Street from Dunne Avenue to 2nd Street. For map reference, use the address 17000 Monterey Road,. Morgan Hill, CA 95037
- ADMISSION ~** FREE Admission & Parking
- ATTENDANCE ~** Projected attendance is 70,000+ over two days
- EVENT DESCRIPTION ~** Arts & Crafts; Gourmet Food Booths and Specialty Dishes; Mushroom Display & Exhibit; Wine & Beer Gardens and microbrews; Chef Demonstration Stage; Entertainment including Strolling Musicians & Street Performers, Live Bands with Dancing on 2 stages; MunchkinLand, featuring rides, entertainment and games; local business exhibits and community non-profit group displays.
- ADVERTISING ~** Advertising is done through local and regional radio stations, network and cable television stations, print media including magazines and newspapers, as well as posters, signage and postcards. Targeted geographical area includes the Counties of Santa Clara, San Benito, Monterey, Santa Cruz and San Francisco. Promotions are also done through social media and listings on festival websites.
- MISSION ~** The mission of the Mushroom Mardi Gras Festival (a non-profit 501(c)3 corporation), is to provide a fun and entertaining family festival with an emphasis on promoting the mushroom and educating consumers about the health benefits of mushrooms, all while financially awarding scholarships to high school seniors living within the boundaries of the Morgan Hill Unified School District and monetary donations to local non profit clubs and organizations. The Festival has awarded over \$1 million in scholarships and over \$542,000 to local non-profits over the past 40 years and over \$64,000 in mini grants since its inception 9 years ago.
- CONTACT INFO ~** Sunday Minnich, Executive Director
408.778.1786 or info@mhmmg.com or www.mhmmg.com