



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

We have a special "Artists Area" for juried, handcrafted fine arts & crafts. *To be considered an Arts & Craft vendor and qualify for the special "Artists Area", all work submitted must be handmade or 50% embellished in the United States by the applicant using his or her own original, creative and artistic designs. All products sold in your booth must be juried and approved by show management. Any item not juried and approved in advance must be immediately removed. If you do not meet these requirements, you will be processed as a Marketplace vendor for an additional fee.*

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:

- ALL items must be handcrafted by the artist or crafter selling at the event. **NO EXEPTIONS!** Arts & Craft applications must include **3 photos of your items for sale, 2 work photos showing you making your items, 1 photo of your booth display and a description of work.** **Applications received without these requirements or who do not meet our qualifications will not be considered as an arts & craft vendor and will be processed as a Marketplace Vendor at the Commercial Vendor rate.**
- Completed application and pictures can be emailed together if paying by credit card. If paying by check, please mail your application and payment. Pictures can be mailed with application or emailed separately. Please reference the company name in the subject line when emailing, so we can match it up with the application, when received.
- 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. Items not included on the application **will not be allowed to be sold or shown.**
- Booths are a minimum of 10x10. 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 be reimbursed the corner booth fee. If you request a corner and not pay for a corner, you will not receive a corner.
- Applications will be accepted until sold out. **PLEASE NOTE:** If we do not sell out of space in the Arts & Craft area of the festival, management has the right to place Marketplace vendors in this area to fill space.
- Currently, we accept checks, cashiers checks, money orders, Visa, Mastercard, Discover and American Express for full or final payment. We will accept a non-refundable deposit of \$100, **by check only**, to hold your booth space until April 1st. **Final payment is due by April 1st or your space will be released.**
- 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.
- Applications received and without a doubt handcrafted and meeting the criteria might be accepted upon receipt. Selection is made as applications are received. Questionable applications will be juried. 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 Arts & Craft area.**
- Security will be provided from 8pm Friday to 8pm Sunday. Each vendor is responsible for securing their own booth. We recommend covering your items and enclosing your booth at night. 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.

409 Tennant Station #150
Morgan Hill, CA 95037



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

ARTS AND CRAFTS 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#: _____ *Resale permit must be valid and current. All resale numbers will be submitted to the State Board of Equalization as required by law.*

CRAFT INFORMATION (Include 3 photos of items, 2 work photos, description of work, 1 photo of booth display and jury criteria form enclosed in this packet). Please include a self-addressed stamped envelope with enough postage, if you would like your pictures returned).

One word that identifies your craft category: (e.g.: wood, glass, jewelry, clothing) _____

Include **all items** for sale (please include a description of work on a separate form).

Special Requests (not guaranteed): _____

Returning Vendor? _____ If so, how many years _____

FEES (We DO NOT take commission on sales). 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.

10 x 10 Booth Space (\$700 10x20) Outdoor space	\$375 _____ spaces =	\$ _____
10 x 10 Booth Space (\$700 10x20) Indoor space (limited)	\$375 _____ spaces =	\$ _____
Corner Booth (limited)	Additional \$175	\$ _____
Electrical (\$75 1 outlet; \$125 up to 3 outlets)	_____ outlets =	\$ _____
Late Fee (if received after April 1 st)	\$100	\$ _____
TOTAL		\$ _____

Mail your application and check or credit card authorization form to:
Morgan Hill Mushroom Mardi Gras (MHMMG)
409 Tennant Station, #150, Morgan Hill, CA 95037
Email & Fax application (can email pictures) to: info@mhmmg.com or 408.782.0030

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 Information and Application and agree to abide by them.

Entrants must sign, signifying acceptance of waiver.

Contact Name (please print) _____

Vendor Business Name: _____

Signature: _____ Date: _____

409 Tennant Station #150
Morgan Hill, CA 95037
www.mhmmg.com



Phone 408.778.1786
Fax 408.782.0030
info@mhmmg.com

JURY CRITERIA

To be considered an Arts & Craft vendor and qualify for the special "Artists Area", all work submitted must be handmade or 50% embellished in the United States by the applicant using his or her own original, creative and artistic designs. All products sold in your booth must be juried and approved by show management. Any item not juried and approved in advance must be immediately removed.

If you do not meet the Jury requirements, you can apply as a Marketplace/Commercial Vendor. The Marketplace/Commercial application is available at www.mhmmg.com. Marketplace/Commercial vendors are considered gadgets, inventions, buy-sell, imported products, franchised items, kits, assembly items that are not original, items of a commercial nature and commonplace products seen everywhere, including box stores or department stores.

ARTS & CRAFT APPLICANTS must mail or email with a copy of this form:

- 3 – Product photos that represent your finished work
- 2 – photos of yourself making your product in a studio or workshop and showing your product being created, including raw materials and tools
- 1 – Booth Photo

Please give a detailed description of the processes used in the creation of your work. (attached separate sheet if necessary).

Do you employ workers that help you with your craft? If so, how many? _____

What specific tasks to they do? _____

What tasks do you do? _____

Do you hire an outside company to make any part of your product? _____

If so, what do they do? _____



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
2021 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

FESTIVAL FEATURES

ARTS & CRAFTS ~

There is a special “Artists Area” located in the Community Center parking lot showcasing over 120 handcrafted artist and crafter vendors who offer a variety of unique, high-quality handmade creations.

GOURMET FOOD ~

The festival star – The Mushroom – can be tasted in soup, stuffed, sandwiched, deep-fried, marinated, over rice and much more. Other highlights include Mansmiths BBQ, Elks Lodge Pyro Chef Shrimp Scampi, Burgers, Bacon wrapped hot dogs, Kabobs, Calamari, Wraps, Sausages and much more!

ENTERTAINMENT ~

Kick up your heels or sit back and relax with two stages of live entertainment ranging from Dance party favorites to classic rock, country and blues. Strolling musicians and street performers will also dazzle you with their acts from minstrel fiddlers to stilt walkers, balloonists and jugglers.

COOKING DEMOS ~

Enjoy live cooking demonstrations from local and celebrity chefs. Local high school chefs will compete in the Mushroom Mayhem Kids Cooking Contest for prizes. Enjoy learning new chef secrets, recipes and tastings of the chefs culinary makings.

MUSHROOM EXPO ~

The Western Association of Mushroom Growers are on hand to educate the public on the health benefits of mushrooms and how mushrooms are grown. Giveaways, handouts and kids activities are all part of the expo experience.

MUNCHKIN LAND ~

Munchkin Land has planned entertainment for kids of all ages. Youngsters will have rides, games, a petting zoo and pony rides. Older kids are more likely to gravitate to the Zipline or Eurobungy trampolines.

WINE & BEER GARDENS ~

Enjoy a variety of local premium wines and microbrews in our Wine Garden and Beer Tents

MARKETPLACE ~

Browse through the many business booths for special giveaways and show specials or shop at the retail vendor booths for a variety of items you can only find at festivals. Over 200 vendors to choose from.



**Voted
2016 & 2017 Best
Festival by the
South County New
SV Media Readers
&
Best Festival by
Metro's Best of
Silicon Valley**