

go **NUTS** at the Madera



Pomegranate



Festival



NOVEMBER 4, 2017

Go “*NUTS*” for the 7th Annual Pomegranate Festival! Last year, we had over 10,000 people in search of the sweet flavors of the delicious POMEGRANATE! So, we’re going to do it again.

Join us this year, on Saturday, November 4th from 10:00am to 5:00pm, at the Madera District Fairgrounds to celebrate the pomegranate along with a decadent pairing of almonds, walnuts and pistachios. We’re going to continue to feature the best of the Central Valley’s local Pomegranate and Nut products, making the festival another tasty, fun and family-friendly event!

Festival Highlights

- Pomegranate and Nut Inspired Foods and Products to taste and purchase
- Learn about the flavors of Pomegranates and Local Nuts such as almonds, pistachios, and walnuts through live cooking demonstrations
- Kid Zone that includes art lessons, activities and games, children’s stage, educational information about local agriculture and interactive displays featuring law enforcement
- Live music entertainment
- Classic Car Show

Please contact the Madera Chamber of Commerce or www.pomegranatefestival.com for more info

Madera Chamber of Commerce
120 North E Street, Madera CA 93638
(559) 673-3563
www.maderachamber.com



Pomegranate Festival

Saturday, November 4, 2017 ♦ 10:00 a.m. to 5:00 p.m.

Event Location – Madera District Fairgrounds

1850 W Cleveland Ave, Madera, CA

Sponsorship Levels

Customized Premium Corporate Sponsorships

This level of sponsorship is developed with interested parties. To accomplish mutual goals, our team works one-on-one with you to determine your sponsorship needs and create a specialized package to meet your specific needs, and that of the festival. To customize your package, contact the Madera Chamber of Commerce at 559.673.3563 or email us at tjordan@maderachamber.com

Platinum Bin Sponsorship Package - \$1000

- One 20x10 booth reservation with premium location
- Company logo listed on all promotional/marketing material including electronic media and hyperlinked to your website
- Recognized as a sponsor in at least one promotional video
- Company logo listed with hyperlink on www.pomegranatefestival.com
- Company Profile (must be submitted) with photo (up to 300 words) on www.pomegranatefestival.com
- Sponsor recognition plaque
- Individual recognition in event materials
- Featured in social media as a sponsor

Golden Crate Sponsorship Package - \$500

- One (1) 10x10 Booth Reservation with premium location
- Listed by name as a sponsor on all promotional/marketing material including electronic media and hyperlinked to your website
- Listed by name as a sponsor with hyperlink on www.pomegranatefestival.com
- Festival official souvenir item

Friends of the Pomegranate Festival Sponsorship Package - \$300

- One 10x10 Booth Reservation
- Listed by name as a sponsor on www.pomegranatefestival.com
- Festival official souvenir item

***SPONSORSHIP PACKAGES** listed above contain time sensitive benefits, please secure ASAP to make sure all benefits will apply.

POMEGRANATE FESTIVAL CONTRACT AGREEMENT

Saturday, November 4, 2017 ♦ 10:00 a.m. to 5:00 p.m.

Event Location – Madera District Fairgrounds

1850 W Cleveland Ave, Madera, CA

PLEASE MAKE A PHOTOCOPY OF THIS APPLICATION FOR YOUR RECORDS

Name of Company/Organization _____
(PRINT EXACTLY as it will appear in all promotion material)

Address _____ City _____ State _____ Zip _____

Person in charge of booth _____ Cell Phone _____

E-Mail Address _____ Business Phone _____

PLEASE SELECT YOUR SPONSORSHIP LEVEL OR BOOTH TYPE

SPONSORSHIP LEVEL

- Customized Corporate Sponsor
- \$1000 Platinum Bin Sponsor
- \$500 Golden Crate Sponsor
- \$300 Friends Sponsor

BOOTH TYPE

- \$125 Vendor Booth
- \$150 Vendor Booth w/power
- \$150 Food Service Booth

PLEASE SELECT YOUR CATEGORY Sales of Merchandise Display/Informational Other _____

DESCRIPTION OF CATEGORY _____

AFTER RECEIPT OF YOUR CONTRACT AGREEMENT AND PAYMENT, YOUR SPACE IN THIS EVENT IS SECURED.

Contract Agreement Deadline is October 6, 2017. ***All contracts postmarked and/or received after October 6th will incur a \$25 late handling fee.*** Payment (check, cash, or credit card) must accompany this application. Credit card payments are accepted at the Madera Chamber of Commerce or by calling the Chamber Office at (559) 673-3563.

AMOUNT ENCLOSED \$ _____

The Madera Chamber of Commerce Officers and Management reserve the right of the booth assignments, to curtail in whole or in part, that which may reflect against the character of the festival and to allocate a specified number of spaces per industry. Sellers agree to the Contract Terms and Agreement and assume all liability for any loss or injury at the festival. I have read and understand all the information given, and I hereby agree to all terms and conditions of this contract.

Authorized Signature

Date

Please print the name of the above signature

Title

Return to: **MADERA CHAMBER OF COMMERCE**, 120 North E Street, Madera, CA 93638 or
FAX (559) 673-5009 or email to tjordan@maderachamber.com

Pomegranate Festival Sponsor & Vendor Contract Agreement

This contract is an agreement between individual Sponsors and Vendors and the Madera District Chamber of Commerce. The Madera District Chamber of Commerce reserves the right to refuse service to anyone for any reason. By agreeing to participate in the Madera Pomegranate Festival, the following regulations must be followed.

BOOTH RESERVATIONS:

- All reservations are available on a first come, first served basis
- To keep the "pomegranate" at the heart of the festival, all sponsors and vendors **MUST** have a pomegranate theme. It is encouraged, but not required that all booths have a pomegranate product.
- Deadline for reservations is October 6, 2017. An additional \$25 service fee will be added to agreements received after the October 6, 2017.
- **NOTE:** Payment in full **MUST** accompany this contract agreement for space reservation to be processed and confirmed. Cash, Check or Credit Card accepted.
- Final Instructions will be sent via email prior to festival.

Your cooperation with the following is critical to a successful set-up and overall event. FAILURE TO COMPLY WILL RESULT IN LOSS OF BOOTH SPACE WITH NO REFUND!

EVENT SET-UP and TEAR-DOWN

- Check-in and set-up begin at 7:00 a.m. and booth must be set-up by 9:30 a.m.
- Vehicles will check-in at gate South of Hatfield Hall and will be directed to their booth location.
- Vehicles **MUST** be removed from the exhibition area to designated parking by 9:30 a.m. – **NO EXCEPTIONS!**
- Booth spaces must be attended to at all times during festival hours.
- **Vehicles will not be allowed on festival grounds until 5pm and until festival attendees have cleared the grounds.**

BOOTH SPACES: All booth spaces measure 10' x 10', unless stated as part of a package

- One 8-foot table with two chairs
- Table coverings will **NOT** be furnished.
- Booth must be kept clean, free of storage boxes and professional looking. Participants clothing should be neat, clean and discreet. No music will be played at your booth unless previously approved.
- All products, including attire and exhibits must be appropriate for family viewing.
- Vendors may handout material about their organization only within the confines of their booth space.
- Vendors are solely responsible for merchandise, exhibits and other equipment and agree to hold-harmless and indemnify the festival host, and its associates, and festival volunteers for anything lost, stolen or damaged.
- Only the use of hand trucks for restocking of booth, no cars and/or commercial vehicles are will be allowed to drive on the festival grounds during the festival hours.
- Product sales are allowed in designated booths. Vendors may sell pre-packaged (for retail and or distribution) food items, but must submit the Concession Application along with Contract Agreement.
- Vendors are responsible for the **disposal/removal of trash at conclusion of the festival** from their designated space, including packaging. Trash cans and bins will be available onsite.
- No generators are allowed without prior approval from the event host. Power request must be submitted with contract agreement along with appropriate payment. Extension cords will be required for power and must be provided by participate.
- Any licensing & CA State Sales Tax compliance are the responsibility of the vendor. All fire, health and any other laws and regulations applicable to the use of such space type and cost are the responsibility of the vendor.

PROVISIONS

- If automobiles or large equipment will be used in your exhibit, contact the Chamber at (559) 673-3563 prior to submitting this contract agreement to obtain authorization for the use of the auto or equipment.

CANCELLATION POLICY

- **Any cancellation must be in writing and received in the Chamber Office no later than October 16, 2017 to be considered for a refund.**

FOOD & BEVERAGE SERVICE VENDORS INFORMATION (including FOOD/BEVERAGE SAMPLES)

Food Service Vendors, Vendors with Packaged Food and Vendors with Food/Beverage Samples: CHECK IN AND SETUP BEGINS AT 7:00 a.m. AND ENDS AT 9:00 a.m. FOOD SAFETY INSPECTIONS MUST BE COMPLETED PRIOR TO OPENING OF THE FESTIVAL AND WILL BEGIN PROMPTLY AT 9:00 a.m. FAILURE TO COMPLY WILL RESULT IN LOSS OF BOOTH SPACE WITH NO REFUND. Vehicles MUST be removed from the exhibition area to the parking lot by 9:00 a.m. – NO EXCEPTIONS!

ALL FOOD AND BEVERAGE SERVICE VENDORS ARE REQUIRED TO OBTAIN A HEALTH PERMIT, YOUR HEALTH PERMIT APPLICATION MUST ACCOMPANY THE POMEGRANATE FESTIVAL CONTRACT AGREEMENT. THE MADERA DISTRICT CHAMBER WILL REVIEW & SUBMIT YOUR HEALTH PERMIT TO MADERA COUNTY ENVIRONMENTAL HEALTH.

- The Chamber office must approve all Food and Beverage Service Vendors and products in advance. Food and Beverage Service Vendor sales are reserved only for those who register and are approved as such.
- Vendors may **NOT** serve alcoholic beverages. Only Event Hosts are allowed sales of onsite alcoholic beverages for consumption.
- All Food and Beverage Service Vendors must have a minimum of one product that contains a pomegranate ingredient
- All other vendors may sell pre-packaged (for retail and or distribution) food items.

**Please read ALL information before returning application.
Please PHOTOCOPY this agreement for your records.**