

# Madera Pomegranate, Fruit, & Nut Festival



## Festival Highlights

Join us at the Madera Pomegranate, Fruit, and Nut Festival! With attendance of up to 10,000 people, this event one of the fastest growing events in the region! This allows us to highlight even more products that are grown in Madera County and the Central Valley.

The Madera Chamber of Commerce Tourism Alliance Committee invites you to be a festival participant on Saturday, November 6 from 10:00am to 5:00pm, at the Madera District Fairgrounds. After last year's absence, due to the pandemic, we are excited to bring back our family-friendly event and hope that you will be a part of the festivities making it a great comeback! As in the past we will continue to feature:

- Pomegranate, Fruit and Nut Inspired Foods and Products to taste and purchase
- Cooking demonstrations and informational presentations that featuring festival themed commodities
- Kids Zone that features a variety of activities including arts/crafts, age-appropriate activities, games, educational information, interactive displays, and a children's stage with all-day live entertainment
- Over 100 vendors
- Live music entertainment
- Classic Car Show
- Pom-Comic Con
- And more!

Please contact the Madera Chamber of Commerce or [www.pomegranatefestival.com](http://www.pomegranatefestival.com) for more info

**Madera Chamber of Commerce**  
120 North E Street, Madera CA 93638  
(559) 673-3563  
[www.maderachamber.com](http://www.maderachamber.com)



# Madera

## *Pomegranate, Fruit, & Nut Festival*

**Saturday, November 6, 2021 ♦ 10:00 a.m. to 5:00 p.m. at Madera Fairgrounds**  
1850 W Cleveland Ave, Madera, CA

## **Sponsorship Levels**

### *Customized Premium Corporate Sponsorships*

*Custom and specialty packages can be developed for those that would like to increase their participation, visibility, and commitment to this event. To accomplish mutual goals, our team works one-on-one with you to determine your sponsorship needs resulting mutual benefits. Customized levels begin at \$2000.00. For more information, contact the Madera Chamber of Commerce at 559.673.3563.*

### *Platinum Bin Sponsorship Package - \$1000*

- One (1) 20x10 booth reservation with premium location chosen by YOU! Must select booth by September 24, 2021 or booth will be selected for you.
- Company logo listed on all promotional/marketing material including electronic media and hyperlinked to your website
- Company logo listed with hyperlink on [www.pomegranatefestival.com](http://www.pomegranatefestival.com)
- Company Profile (must be submitted) with photo (up to 300 words) on [www.pomegranatefestival.com](http://www.pomegranatefestival.com)
- Recognized as a sponsor in at least one promotional video
- Individual recognition in event materials
- Featured in social media as a sponsor

### *Golden Crate Sponsorship Package - \$500*

- One (1) 10x10 Booth Reservation with placement in a 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](http://www.pomegranatefestival.com)
- Featured in social media as a sponsor

### *Friends of the Pomegranate Festival Sponsorship Package - \$350*

- One (1) 10x10 Booth Reservation
- Listed by name as a sponsor on [www.pomegranatefestival.com](http://www.pomegranatefestival.com)
- Featured in social media as a sponsor

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

# MADERA POMEGRANATE, FRUIT, AND NUT FESTIVAL CONTRACT AGREEMENT

Saturday, November 6, 2021 ♦ 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
- \$350 Friends Sponsor

## VENDOR LEVEL

- \$150 Vendor Booth
- \$175 Vendor Booth w/power
- \$325 Food Service Booth  
(Includes all fees for Madera County  
Special Event Health Permit & Processing)

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.

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 contract agreement, 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](mailto:tjordan@maderachamber.com)

# Pomegranate, Fruit, and Nut Festival Sponsor & Vendor Contract Agreement

This contract is an agreement between individual Sponsor or Vendor 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, Fruit, and Nut Festival, the following regulations must be followed.

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

## BOOTH RESERVATIONS:

- All reservations are available on a first come, first served basis
- To keep the "fruit and nut" theme, all sponsors and vendors MUST have a fruit or nut theme. It is encouraged, but not required that all booths have a fruits or nut products.
- **Deadline for reservations is October 8, 2021; additional \$25 service fee** will be added to agreements received after the deadline date.
- **NOTE:** Payment in full **MUST** accompany this contract agreement for space reservation to be processed and confirmed. Cash, Check or Credit Card accepted. **\*Food and Beverage vendors including prepackage products** must submit a Health Permit with your agreement.
- 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 begins at 7:00 a.m. and booth must be set-up by 9:30 a.m. **\*\*Food Service Vendors see below for check in times.**
- Vehicles will check-in at gate according to their final instructions 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 always attended to during festival hours.
- **Vehicles will not be allowed on festival grounds until 5pm and until festival attendees have cleared the grounds.**
- **ALL FINAL INSTRUCTIONS FOR CHECK-IN AND SETUP WILL BE SENT AT LEAST ONE WEEK PRIOR TO EVENT**

## 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. Participant's 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 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 8, 2021 to be considered for a refund.**

**\*ALL FOOD AND BEVERAGE SERVICE AND PREPACKAGE FOOD VENDORS ARE REQUIRED TO SUBMIT A HEALTH PERMIT, YOUR HEALTH PERMIT APPLICATION **MUST** ACCOMPANY THE MADERA POMEGRANATE, FRUIT, AND NUT FESTIVAL AGREEMENT. THE MADERA 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 fruit or nut ingredient
- All other vendors may sell pre-packaged (for retail and or distribution) food items.

***ALL VENDORS AND EVENT PARTICIPANTS WILL BE REQUIRED TO FOLLOW FEDERAL, STATE, COUNTY, CITY, AND MADERA CHAMBER OF COMMERCE PUBLIC SAFETY MANDATES REGARDING COVID-19 SAFETY AND PROTECTION THAT ARE IN PLACE AT THE TIME OF THIS EVENT. FAILURE TO COMPLY WILL BE PENALIZED BY EXPULSION FROM THE EVENT WITH NO REIMBURSEMENT OF REGISTRATION FEES.***

## **\*\*FOOD & BEVERAGE SERVICE VENDORS INFORMATION (including FOOD/BEVERAGE PREPACKAGE AND SAMPLES)**

**CHECK IN AND SETUP BEGINS AT 7:00 a.m. AND ENDS AT 8:45 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 8:45 a.m. – NO EXCEPTIONS!**