



rockridge
OUT & ABOUT
Street Festival on College Avenue
SUNDAY, SEPTEMBER 27, 2009
www.rockridgedistrict.com

ROCKRIDGE OUT & ABOUT '09 Food and Beverage Concession Packet

Dear Rockridge Food & Beverage Merchant,

The Rockridge District Association (RDA) and Oakland Events LLC have teamed up once more to produce the business district's annual street festival, **Rockridge Out & About '09**. Last year's festival was a great experience, and we are very excited to have the opportunity to produce this festival again. This year, the festivities will take place on Sunday, September 27th from 11am to 6pm. College Ave will be CLOSED TO VEHICLES from Claremont Ave to the Rockridge Library at Manila St.

Our goal is to produce a well balanced, high quality event that is a true reflection of the business district and the neighborhood. We want to encourage all Rockridge District food and beverage establishments, restaurants, and bars to participate in this established and growing event. We invite you to come promote and showcase your business through acquiring a booth at this festival. Food and Beverage Merchants will also have the opportunity to give a demonstration at the **Chef Stage**. This festival is an effective way for you to attract new customers, promote new products and services, and network with other businesses in a fun, festive atmosphere.

We will not allow any outside food vendors as long as enough restaurants, food and beverage merchants commit to participating. Merchant booths will be placed as close to their store as possible (unless requested otherwise). Permits are required to sell food and alcohol on the street. Oakland Events, LLC will facilitate the permit process and can also provide rental equipment (such as tents, tables and chairs) for merchants that wish to participate. The **chef stage** will feature cooking demonstrations by College Avenue's top chefs, showcasing the fine dining establishments of the Rockridge District. The festival will also feature a *Wellness Expo*, *Green Living Expo*, *Rockridge Runway* (fashion runway), and *Tot's Town*.

Oakland Events, LLC would also like to invite businesses and companies to become a sponsor of **Rockridge Out & About '09**. Sponsorship is a great and effective way to expose and brand your business to Rockridge residents, other businesses, and the greater Bay Area. Sponsors will have an opportunity to have their company name and logo included in the marketing collateral including advertisements, posters, commercials, billboards, and on the event website. Sponsorship packages range from \$500 to \$25,000 and all levels include one 10'x10' covered space with tables and chairs.

Oakland Events, LLC will be working with the RDA throughout the planning and production of **Rockridge Out & About '09**. If you are interested in becoming involved in the planning of the festival, please contact helen@oaklandevents.net. If you have any questions regarding this application, please contact the Vendor Coordinator at info@oaklandevents.net. To sign-up, please complete the enclosed application and checklist by June 30, 2009. We look forward to hearing from you!

Sincerely,

Helen Wyman
Founder
Oakland Events, LLC
www.oaklandevents.net





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Checklist for Food & Beverage Application Submission

- Thoroughly Read and Keep the Festival Information & Guidelines**
- Thoroughly Read and Keep the Food & Beverage Terms & Conditions**
- Thoroughly Read and Comply with the City of Oakland's Greenware Ordinance**
- Carefully Read, Complete, and Sign Food & Beverage Concession Application**
- Include check for the Application Fee payable to: Rockridge District Association**
Post dated checks will not be accepted.
Any returned checks will be assessed a non-refundable \$35 fee (no exceptions).
- Completed Health Permit Application: Alameda County Environmental Health Dept**
Application must be completed in full. Permit fee will be paid by the RDA on your behalf.
- Participants must provide an Equipment List as well as a map of their Booth Layout**
(Not required until requested by Oakland Events)
- Participants must provide their own 10'x10' Health Department approved food tent(s)**
***(For equipment rentals, please contact tori@oaklandevents.net)**
- Applicant understands their booth must comply with the Alameda County Fire Code**
(Detailed information will be sent to each applicant upon review of their application)

PLEASE ENSURE ALL OF THE ABOVE REQUIREMENTS ARE COMPLETED BEFORE SUBMITTING APPLICATION

Please submit your application by August 15, 2009

ROCKRIDGE OUT& ABOUT '09

Food & Beverage Concession Information

The **Rockridge Out & About '09** Street Festival will take place **Sunday September, 27th** from **11:00 am to 6:00 pm** along College Ave. In an effort to promote businesses within this district, **no outside food and/or beverage merchants will be allowed to participate in this event.** We offer the following concession packages which include the Alameda County Health Permit fee:

Non-Alcoholic Beverage/Dessert/Café	10' x 10'	\$ 300
Food OR Wine/Beer Concession	10' x 10'	\$ 500
Food OR Wine/Beer Concession	10' x 20'	\$ 750
Food & Wine/Beer Concession	10' x 10'	\$ 750
Food & Wine/Beer Concession	10' x 20'	\$1000

Food Concession Terms & Conditions:

- All food and beverage concessions must provide a health department approved booth/tent which meets applicable Alameda County fire codes. For equipment rental information please contact tori@oaklandevents.net.
- All food and beverage concessions must meet local licensing requirements and health codes and will require a **health permit certification** posted at their booth. **Completed permit application must be sent w/ submission.**
- All food and beverage merchants participating in **Rockridge Out & About '09** must have at least \$1,000,000 of liability insurance. Upon acceptance to the Festival, you will be required to name Rockridge District Association, Oakland Events LLC, and The City of Oakland as *additional insured's* for this event. Please try to include the Certificate of Insurance reflecting these additions with your completed application or you can have it mailed separately to: Oakland Events LLC., 6114 La Salle Ave, Suite 805, Oakland, CA, 94611.
- Food & Beverages Concession packages **do not include amenities such as electricity, tables and ice.** Special requests cannot be guaranteed, but you may list them on the application as we will do our best to accommodate.
- Food concessions are permitted to sell non-alcoholic beverages from their food booths. Beer and wine may be sold for an additional fee. Beer and wine concessions will require a special event permit from Alcohol Beverage Control which is only issued to businesses that have a certain type of liquor license.
- All food and beverage concessions must meet health and fire code requirements. Your booth will be inspected by the Alameda County Health Department and the Oakland Fire Department on the day of the event.
- Cancellations must be received in writing 30 days prior to the event to receive a refund. A \$50.00 handling fee will be deducted from your refund. Cancellations submitted after the 30-day deadline will receive no refund. Please note that this is a rain or shine event, NO refunds will be given due to rain. If extreme weather conditions, natural disaster or other conditions beyond the control of the **Rockridge Out & About 2009** Street Festival cause the cancellation of the event, no refunds will be issued.
- Food and Beverage Concession information packets will be sent out approximately two weeks prior to the event and will contain space assignments, directions to the event, show set up instructions, etc.

***NOTE:** Please be aware of the City of Oakland's Greenware Ordinance that went into effect January 2007. All Festival food vendors must be in compliance with this ordinance. Please visit www.oaklandgreenware.com for further information and details not included in this packet.

TO APPLY: Complete the Food & Beverage Concession Application and the Application Checklist provided.

Please ensure your *application fee* is made payable to: **Rockridge District Association.**

Health permit application *must be completed in full.* The health permit fee will be paid for by the **RDA** on your behalf.

Completed Application, Checklist, check or money order must be mailed and postmarked by **August 15, 2009.**

MAIL ALL REQUIRED DOCUMENTATION AND COMPLETED APPLICATION ALONG WITH A CHECK, MONEY ORDER OR CASHIERS **CHECK PAYABLE TO ROCKRIDGE DISTRICT ASSOCIATION** TO:

Oakland Events LLC
6114 La Salle Ave, Suite 805
Oakland, CA 94611

ROCKRIDGE OUT & ABOUT '09

Food & Beverage Concession Application

- | | | |
|---|-----------|---------|
| <input type="checkbox"/> Non-Alcoholic Beverage/Dessert/Café | 10' x 10' | \$ 300 |
| <input type="checkbox"/> Food OR Wine/Beer Concession | 10' x 10' | \$ 500 |
| <input type="checkbox"/> Food OR Wine/Beer Concession | 10' x '20 | \$ 750 |
| <input type="checkbox"/> Food Concession & Wine/Beer Concession | 10' x 10' | \$ 750 |
| <input type="checkbox"/> Food Concession & Wine/Beer Concession | 10' x 20' | \$ 1000 |

*These prices *include* Alameda County Health Permit fee

Applicant or Company Name: _____

Main Contact: _____ Phone: _____

Email: _____ Website: _____

Mailing Address: _____

Food and/or Beverages to be sold: _____

I, the undersigned, _____ for myself and on behalf of _____ do hereby Release, Indemnify Oakland Events, LLC and the Rockridge District Association, its officers, members and any of the businesses on College Avenue, the City of Oakland and their agents, employees, other participants, sponsoring agencies, sponsors, and advertisers, from any and all liabilities, costs, damages and expenses, including reasonable legal fees and court costs, and worker's compensation claims arising out of the participation and performance of myself or any person(s) authorized by me or my organization, to transact business, volunteer, or participate in this event on my behalf.

I understand that no insurance coverage is bound or in force.

I accept full responsibility for any medical incident or injury to myself or any person(s) conducting business on my behalf.

I have read and accept all the terms stipulated in this Contract and the Exhibitor Terms & Conditions.

Applicant's Signature (or Representative): _____

Name: _____ Date: _____ Ck#: _____

To apply, please complete the Food & Beverage Concession Application and MAIL it along with the completed checklist items and check(s) or money order(s) for the full amount due to: **Oakland Events LLC, 6114 La Salle Ave, Suite 805, Oakland, CA 94611**. Please ensure your application fees are made payable to: **Rockridge District Association**. Health permit application must be completed in full. Health Permit fee will be paid for by the RDA on your behalf.

Applications must be completed and received by **August 15, 2009**. Any requests for additional rental equipment or other questions for **Rockridge Out & About '09** should be directed to info@oaklandevents.net.

ROCKRIDGE OUT & ABOUT 2009

Food & Beverage Concession Guidelines

Event Dates and Location:

Sunday, September 27, 2009, along College Avenue from Claremont Avenue to the Rockridge Library.

Food & Beverage Concession Load-In, Load-Out, and Setup Instructions:

Check-in between 7 AM and 10 AM. All exhibitors must check-in by 10 AM Sunday, September 27th, 2009 in order to setup. Each booth must be completely setup, staffed, and operational from 11 AM to 6 PM.

During the hours of 10 AM – 6 PM, vehicle access will **not** be granted on the festival grounds. If you need to bring supplies or products to your booth after 10 AM, you will be required to hand carry everything. We will not provide any form of transportation from the gate to your booth. Oakland Events does not provide dollies, hand trucks, or carts, so please bring your own if needed.

Please arrive early! ALL VEHICLES MUST BE REMOVED FROM THE EVENT GROUNDS BY 10:00 AM.

Participant Parking:

Parking is available at Rockridge BART, Claremont Middle School and in the surrounding residential neighborhood. You may not park near your booth. You must park in the nearby residential neighborhoods. Please be aware of all city enforced parking signage. Oakland Events is not responsible for any parking tickets and/or towed vehicles.

Food & Beverage Booths:

Food & Beverage spaces are allotted in 10' x 10' to 10' x 20' increments. All food & beverage participants must bring their own 10' x 10' health department approved food booth structure. For equipment rental information, please contact: info@oaklandevents.net. All food & beverage concessions are required to stay within their prescribed booth space.

All food & beverage booths must be setup and occupied by 11 AM Sunday, September 27, 2009. Any food and beverage booths not occupied by 11 AM will be forfeited and no refunds will be provided.

Security and Liability:

You are responsible for your booth, merchandise and belongings at all times. Please do not leave valuables unattended. If you choose to leave your valuables unattended, you do so at your own risk.

Sales:

All Food and Beverage Concessions must have a valid Business License, California Reseller's Permit, and Health Permit available and posted at the allotted booth space on the morning of the event.

Application Deadline:

Completed Food and Beverage Concession Applications and payments must be postmarked or received by **August 15, 2009**. Please ensure your application fees are made payable to: **Rockridge District Association**.

Festival Website:

Festival information will be updated regularly on the event website www.rockridgeoutandabout.com

Contact Information:

Oakland Events, LLC
6114 La Salle Avenue #805
Oakland, CA 94611
info@oaklandevents.net
www.oaklandevents.net