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**SAN FRANCISCO'S 35<sup>th</sup> ANNUAL UNION STREET Eco-Urban FESTIVAL**

**SATURDAY & SUNDAY, June 4 & 5, 2011 ~ 10 am to 6 pm**

**MERCHANT & RESTAURANT INFORMATION & APPLICATION**

**If you wish to participate we need your application sent back to us by Friday, April 22, 2011**

**Dear Cow Hollow Area Merchants and Restaurants;**

The Union Street Association and Steven Restivo Event Services, LLC invite you to participate in the *35<sup>th</sup> Annual Union Street Festival*. The event will take place on **Saturday, June 4 & Sunday, June 5, 2011 from 10:00 am to 6:00 pm**. Union Street from Gough to Steiner and the intersections of Octavia, Laguna, Buchanan, and Webster will be closed to vehicle traffic from 12:01 am Saturday, June 4 until 11:59 pm Sunday, June 5, 2011. Fillmore Street will remain open at all times during the event.

The Festival showcases 150 arts & crafts booths, 20 gourmet food booths, two stages of live entertainment and bistro style cafes. We will also be showcasing an eco-urban zone to include eco friendly clothing, crafts and food!

**For the first time in its 35 year history the Festival will be an alcohol free event.**

**Cow Hollow District Merchants** will be given first option to purchase a booth space at the event. All merchant applications received will be reviewed by the Festival producer. Participating merchants who qualify must sell original items. **The space fee for qualifying merchants is \$650**. This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would like to rent those items, it is an additional \$250. If you would like a **corner space** at the event, **there is an additional fee of \$150**. **Note: Merchants who are members of the Union Street Association, in good standing, will receive a 10% discount on their space fee.**

**To apply for the event, please fill out the application form attached to this document and return it by Friday, April 22, 2011** with 4 photos of the work displayed regularly in your store and your check payable to **Steven Restivo Event Services, llc**. If accepted you will receive a participant pack and your free promotional postcards prior to the event. **Please make a copy of the application for your files.**

**Cow Hollow District Restaurants** who wish to participate will be given first option to purchase a food booth at the event. **The space fee for food booths is a flat fee of \$2,250**. This fee includes a 10ft x 10ft health department approved booth, a 10ft x 10ft delineated space behind the booth for your cooking area, your San Francisco health department permit fee and your San Francisco Fire department permit fee. **Note: Restaurants who are members of the Union Street Association, in good standing, will receive a discount of \$100 on their space fee.**

In addition, if you are interested in being part of the **organic cooking & sustainable living demonstration stage**, which should receive a tremendous amount of publicity, please let us know by filling out that section of the application. There is no fee to participate in the cooking demo. We would need you to send someone to the demo for about 60 minutes on either day.

Insurance, if desired by Exhibitor, must be obtained at your own expense. Steven Restivo Event Services, LLC, (SRES), our clients and the cities and counties where we produce the events, assume no risk; and by the participation in the event, the Exhibitor expressly releases SRES, our clients and the city and county from any and all liability for any damages, injury, theft, or loss to any person or goods which may arise from the occupation of space by the Exhibitor. We strongly encourage all event participants to carry insurance.

**If you have any questions or comments about this event, please contact Steven Restivo Event Services, LLC, at 415-456-6455 or 1-800-310-6563. Mail the application and check payable to:**

**Steven Restivo Event Services**

**P.O. Box 151017**

**San Rafael, CA. 94915**

**Ph: 800-310-6563 ~ Fax: 415-456-6436**

**[www.UnionStreetFestival.com](http://www.UnionStreetFestival.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)**



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**SATURDAY & SUNDAY, June 4 & 5, 2011 ~ 10 am to 6 pm**  
**MERCHANT & RESTAURANT INFORMATION**  
**APPLICATION**

Merchant/Restaurant Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Resale # \_\_\_\_\_

- Yes, I would like to have a 10x10 booth space to sell items at the event = \$650 (\$585 for USA Members) Items you wish to sell at the event \_\_\_\_\_  
Location Request \_\_\_\_\_
- Yes, I would like to have a corner space = \$150 additional in a separate check
- Yes, I would like to have a Food Vendor booth at the event = \$2250 (\$2150 USA Member)  
(booth & health fees included) Menu: \_\_\_\_\_
- Yes, I would like to participate in a 60 min Cooking Demo @ no fee  
Item to prepare/show on Saturday or Sunday \_\_\_\_\_
- I would like to rent a booth, table & chairs (includes set-up) = \$250
- I am open during the Festival.
- I am member of the Union Street Association.
- I have participated in this event before.
- Please email me the status letter and participant packet.

Do you have any suggestions or comments about this event? \_\_\_\_\_

\_\_\_\_\_

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Please make a copy of this application for your records and return it with your check by  
Friday, April 22, 2011, payable to:

Steven Restivo Event Services, LLC  
805 Fourth Street, Suite 8  
San Rafael, CA 94901  
Ph: 415-456-6455 Fax; 415-456-6436  
[www.UnionStreetFestival.com](http://www.UnionStreetFestival.com)