



Booth Sales Opportunities Third Annual Big Bands & BBQ Street Festival

Saturday, July 17, 2010 11 a.m. to 8:00 p.m.

Location: E Campbell Ave between railroad tracks and 3rd Street

Admission: Free Admission • Free Parking

Attendance: Projected attendance 20,000+

Event Description: The Downtown Campbell Business Association is pleased to present the Third Annual Big Bands & BBQ celebration! All afternoon and into the evening, enjoy dueling bands, dancing, top BBQ grillers, and food and outdoor living related vendors in the heart of Downtown Campbell!

Demographics: 1.7 million- South Bay Population
40,111- Campbell Population
\$93,000- Campbell Average Income
40% population with Bachelors Degree or higher

Advertising: Print and Radio (to be announced).

Event Mission: To host a signature event that is community friendly and that will provide the DCBA with the financial resources needed to promote downtown Campbell as a premier shopping and dining district.

About DCBA: The DCBA mission is to improve the commercial and social climate of Downtown Campbell for the benefit of its businesses and surrounding community. We're proactive in efforts to promote Downtown Campbell as a destination and we sponsor various community events that contribute to the cultural and social environment of Downtown Campbell. Downtown Campbell is a quaint historic four block district of art galleries, restaurants, and boutiques ready to provide you with distinctive merchandise and friendly small-town customer service.

Booth Space Available (for barbeque related retail vendors)

The festival is looking for barbeque related retail vendors (**packaged product and not prepared foods**) to showcase and sell their product. This would include items such as bottled barbeque sauces, rubs or spices, cooking utensils such as knives, spits and racks; outdoor living products would include patio furniture, barbeques, umbrellas. *Please ask if you need more information or have any questions.*

- The booths will be located to maximize exposure of your products to the festival attendees.
- Only packaged food is to be sold, not for consumption at the festival (packaged food is different from prepared festival food).

Event Promotion

Marketing & Promotion

The Third Annual Big Bands & BBQ Street Festival will be aggressively marketed throughout the Bay Area and on the web. Publicity and promotions will consist of extensive multi-media campaigns and will include print, radio, and electronic media outlets. In addition, 500 posters and 10,000 postcards will be distributed throughout the Bay Area.

- Posters and Postcards- A minimum of **500 posters** will be distributed to merchants, community organizations, city offices, libraries, and schools throughout the Bay Area. A minimum of **10,000 postcards** will be distributed to residents in the south bay area.
- The Web- The event will be **listed on all regional and national websites** that have a calendar listing section. We also have a website that will have the festival featured.
- Radio- the event will be publicized on a number of **local radio stations** via promotional spots and 30 to 60 second spots. We will have a local radio station broadcast live at the event.
- Print- we will be partnering with newspapers in the area to help promote and advertise the festival. Print media coverage include: the San Jose Mercury News, Campbell Express, Silicon Valley Community Newspaper Group, The Metro, the Wave, the San Francisco Chronicle.

Vendor Benefits

Help Your Business

- Have access to one of the **most sought after demographic** niches in the country
- Reach a large audience with **repeated impressions**
- A unique opportunity to **engage customers and drive sales**
- Develop **new business contacts**
- **Sale, demonstrate, sample, or test market** your product

How to Purchase Booth Space

Please refer to following pages for specific information to secure your booth space.

Please fill out your booth space application and mail it to the Downtown Campbell Business Association (DCBA) C/O Stone Griffin Gallery, 411 E. Campbell Ave, Campbell, CA 95008. All booth space applications must be submitted no later than ~~June 1, 2010~~. (**Deadline extended — please inquire!**). If you have any additional questions, please call Dana Smith, 408/374-5200, smith000@ix.netcom.com.

Third Annual Big Bands & BBQ Street Festival

Saturday, July 17 11 a.m. to 8:00 p.m.

Booth Space Application

Application Deadline: ~~June 15, 2010~~ .(Deadline extended — please inquire!).

Contact Name _____
Business Name/DBA _____
City, State, Zip _____
Phone _____
Email _____
Web Site _____
Phone _____
Phone - Mobile _____

Calif. Resell Permit No _____

Package: _____ **Amount:** \$250 per 10'x10'

Your \$250 fee will purchase a 10'x10' space in a predetermined prime location during the festival. Canopies, tables, and electrical may be purchased at an additional cost (**please contact Annie at Giant Creative 408/772-6667 wingfoot09@aol.com for fee schedule and rentals**). If you are selling merchandise you are expected to possess a current resale certificate.

Number of Spaces Requested: _____ **Amount:** \$ _____

Please include payment and copy of Resale Permit with application.

Printed Name _____

Signature: _____

Date: _____

Hold Harmless Agreement

I, _____, agree that the City of Campbell, and the Downtown Campbell Business Association (DCBA), and their respective officers, employees, agents and consultants are not liable for any bodily injury to include death, theft, or damage to either the buyer or seller, or their property (space), arising out of or pertaining to preparation and participation in the Downtown Campbell Big Bands and BBQ Event ongoing from 11 a.m. to 8 p.m. on July 17, 2010 whether such injury, theft or damage occurred prior, during, or after the Downtown Campbell Big Bands and BBQ Event.

The above named business further agrees to indemnify, defend and hold harmless the City of Campbell, the Downtown Campbell Business Associate (DCBA), for the Downtown Campbell Big Bands and BBQ Event, and their respective officers, employees, agents and consultants for and against any claims for such bodily injury to include death, theft or damage, including attorney fees.

I understand that it is recommended that I carry my own general liability and product liability insurance, as this coverage is not provided with the fee for these events. Participation in the Downtown Campbell Big Bands and BBQ event by the above named business without adequate or proper insurance is at the business owner's own risk.

I have read and agree to abide by all City of Campbell DCBA policies and procedures. Initial X _____

Please make check payable to: DCBA, mail completed form to: Stone Griffin Gallery 411 E. Campbell Ave, Campbell CA 95008