

SAN FERNANDO VALLEY MILE  
**DAY OF THE DEAD**  
**FESTIVAL**  
**VENDOR APPLICATION**

Saturday, October 28, 2023  
 MacLay Ave. & 3rd Street

Company Name \_\_\_\_\_ Person Responsible \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Company Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

Product (including sale items\*) Description \_\_\_\_\_

Please check one of the following options. Booth spaces include 10x10'. **Chairs, tables and canopy not included. Electricity will not be provided.**

_____ <b>\$35 Non-Profit Booth Space</b>	Ability to distribute program/business information and promotional items or sell approved items.  <b>Non-Profit ID Number</b> _____
_____ <b>\$50: Vendor Space (Non-Sale)</b>	Ability to distribute program/business information and promotional items.
_____ <b>\$70 Vendor Space (Sale)</b>	Ability to sell approved items.  <b>Business License</b> - If you are a selling vendor, you must turn in your business license with your application. For cost and purchase information, please visit <a href="http://sanfernando.hdlgov.com">sanfernando.hdlgov.com</a> . Please select the "SPECIAL EVENTS VENDOR" on the drop-down when asked for business type. Applications will not be accepted without license.  *Food vendors must provide/display LA Co Health Permit.  For questions regarding a business license, please call support at (818) 898-1211.

*Accommodations may be limited and will be determined on a first-come/first-serve basis.*

**OPTIONAL SPONSORSHIP:**

**Sponsorship includes vendor booth space. See attachment for sponsorship description.**

\_\_\_\_\_ **\$500: Marigold** - Support entries for 30 student runners.

Benefits: Logo on event banner and recognition at a City Council meeting.

\_\_\_\_\_ **\$1,000: La Calavera** - Support entries for 50 student runners.

Benefits: Logo on event banner, 1/4 page advertisement on Recreation and Community Services (RCS) Fall or Winter Brochure, and recognition at a City Council meeting

*For additional questions please contact Patty Garcia or Marisol Diaz at 818-898-1290.*

# Vendor Information

**PLEASE MAKE SURE TO READ EACH SECTION AND INITIAL ON LEFT AS A SIGN OF CONFIRMATION.**

\_\_\_\_\_ **Event Location**

Courthouse Parking  
1001 3rd St, San Fernando, CA 91340

\_\_\_\_\_ **Event Date & Time**

Saturday, October 28, 2023 8:30am—5:00pm

\_\_\_\_\_ **Vendor Check-In / Set-Up**

Early check-in will begin on **Friday, October 27th from 7:00pm to 10:00pm**. Regular check-in will be **Saturday, October 28th from 6:00am to 7:00am**. There will be a designated check-in table where staff may direct you towards your vendor space location. Set-up must be complete by 8:00am on Saturday, October 28. It is recommended that you drop off materials at your booth during Early check-in. There will be two security guards and staff on-site during these hours. The City of San Fernando is not responsible for any damaged or stolen items. You are welcome to stay and participate during the overnight preparation.

\_\_\_\_\_ **Business License**

If you are a selling vendor, you must turn in your business license with your application. For cost and purchase information, please visit <https://sanfernando.hdlgov.com/>. Please select the "SPECIAL EVENTS VENDOR" on the drop-down when asked for business type. Applications will not be accepted without license. For questions regarding a business license, please call support at (818) 898-1211.

**PLEASE INITIAL THAT YOU HAVE READ AND AGREED TO THE FOLLOWING:**

- \_\_\_\_\_ I am personally responsible for all product and equipment I bring to the event.
- \_\_\_\_\_ I will have my booth set up and operating by 8:00am. I will not leave the event early and risk future vending opportunities.
- \_\_\_\_\_ I will not distribute or sell items that have not been approved prior to the event.
- \_\_\_\_\_ I understand no refunds will be made to exhibitors who fail to occupy space or cancel 48 hours prior to event day.
- \_\_\_\_\_ I understand that cooking vendors must adhere to the regulations of the Los Angeles County Health Department.
- \_\_\_\_\_ I understand that I must provide a copy of any permits or licenses required for my booth.
- \_\_\_\_\_ I am responsible for my space clean-up and will leave my space clear of trash prior to my departure.

Complete and return form with booth space payment to San Fernando Recreation Park (208 Park Avenue) front office **or you can call the office at (818) 898-1290 to make payment by phone, by 5pm on Monday, October 9.** Initial and sign all required spaces on front and back before submitting application. Please make sure to include your email as additional event logistics will be emailed to you prior to event.

**Signature of Exhibitor** \_\_\_\_\_

**Print Name** \_\_\_\_\_ **Date** \_\_\_\_\_

*For additional questions please contact  
Patty Garcia or Marisol Diaz at 818.898.1290  
**Thank you for joining us!***