

Official Host Location...



# **The Spring Arts & Crafts Festival**

## **March 11-12 2017**

### **Sponsor/Commercial/Non-Profit Business Application**

Presented by...



Dear Prospective Sponsor,

The Spring Arts & Crafts Festival will feature "Outdoor-Themed" juried fine arts, handcrafted works of art, unique retail offerings and gourmet edibles to be *"different from and yet compliment"* Bass Pro Shops. Musicians are also welcome to apply for space, demonstrate, perform, sell and market their music with this application. This beautiful and bustling backdrop will be host to wonderful artists, patrons, collectors, holiday shoppers and marvelous majestic mountain ranges. The festival will consist of a variety of selected categories and highlight artisans that handcraft and produce their own original creations along with select sponsors and one-of-kind products unlike retail Bass Pro Shops offerings.

The Spring Arts & Crafts Festival will be held at 7777 Victoria Gardens Lane, Rancho Cucamonga, CA 91739, just above Interstate 10 & directly next to Interstate 15 Freeway, in the fantastic and totally unique Victoria Gardens. Due to it's location, the VG-Bass Pro Shops is one of busiest shopping destination centers in the world! International visitors, US travelers and regional Southern Californians have come to enjoy this high-traffic area with established residents, newly constructed community housings developments and exclusive local estate home owners.

The demographics of this show are enough to attract the attention of any business concerned with branding their products to the medium, high-end and affluent consumer with resources to afford and finance some of the most affordable, finer, and customized things in life. The exposure to these audiences will yield real-time and residual returns for any company's bottom line.

Please review the available sponsorship packages and feel free to contact us with any questions and/or special requests.

We look forward to welcoming you to an exciting and successful event!

Sincerely,

*Dave Drake, Show Director*  
*LaydBack Productions*  
*Info@LaydBack.com*  
*Office (909) 705-5544*



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## March 11-12, 2017

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#### **Application Deadline: February 28 Unless/Until Category is Full & Posted Next to Application Website Link**

This is an application for consideration to be accepted as a Sponsor with offerings related to the theme of the great outdoors, Springtime and the festival atmosphere.

**(Please Print PDF and then Fill Out Forms)**

Name \_\_\_\_\_

Business Name (dba) \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

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

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

CA Seller's permit #: \_\_\_\_\_

Please choose a booth size and sponsorship package below. Preference will be given on a first come first served basis and upon time stamp receipt of application. ***\*Please contact us with any special requests regarding pricing and space size needs (i.e. 10x10 or larger).***

☐ **\$450 Bass Sponsor** (City Business License-<http://www.cityofrc.us/business/license/obtain.asp>)

- 1 Year License to add the Festival Name to your business materials as an "Official Sponsor"
- 1 Booth Space (10'x10') to build awareness of your brand and business in the community
- Priority Placement and Consideration for Subsequent Festival Events
- Listing in Event Program pending participation

☐ **\$800 Shark Sponsor** (Includes fee for City Business License-<http://www.cityofrc.us/business/license/obtain.asp>)

- 1 Year License to add the Festival Logo to your business materials as an "Official Sponsor"
- 1 Booth Space (10'x15') to build awareness of your brand and business in the community
- Priority Placement and Consideration for Subsequent Festival Events
- Listing in Event Program pending participation
- Ad Logo in Official Event Program pending participation

☐ **\$1500 Fish Fry Sponsor** (Includes City Business License)-<http://www.cityofrc.us/business/license/obtain.asp>)

- 1 Year License to add the Festival Logo to your business materials as an "Official Sponsor"
- 1 Booth Space (10'X20') to build awareness of your brand and business in the community
- 2 Tables and 2 Chairs upon request, White Canopy (optional fee)
- Priority Placement and Consideration for Subsequent Festival Events
- Listing in Event Program pending participation
- Ad Logo in Official Event Program pending participation
- 1/4 Page Display Ad in Event Program pending participation
- Website Logo and Link
- Ad Logo to all Poster and Signage when practical & where available (also time sensitive)

Please call for potentially local small business and charity consideration discounts if applicable, pending availability.



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- ☐ **\$2500 Whale Tail Sponsor** (Includes City Business License Fees-<http://www.cityofrc.us/business/license/obtain.asp>)
- Website Logo and Link
  - Priority Placement and Consideration for Subsequent Festival Events
  - 2 Tables 2 Chairs 1 Banner, White Canopies (relative to sponsorship level)
  - Listing in Event Program with Logo, 1/2 page Display Ad pending participation
  - 3 Year License to add the Festival Logo to your business materials as an "Official Sponsor"
  - Logo and Co. Name Presence in all applicable TV, Radio, Outdoor Ads, Signage, Print, etc. relative to participation
  - 1 Premium Booth Space (10'x20'), space relative to sponsorship needs to build awareness of your brand & business

In an effort to accommodate your needs please state any special requests we can try to honor:

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Describe your business and what you will bring to the event: \_\_\_\_\_

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How many years have you been exhibiting at events?

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Please list any previous events at which you have exhibited: \_\_\_\_\_

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Please tell us anything interesting that could help us get you and your products media exposure.

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Please submit the following (electronic images acceptable via email application and preferred) :

- At least one high resolution image of your company logo & photos to be used in collateral materials.
- At least one photo of your outdoor display (**Mandatory for new entries.**)
- Check or Money Order payment for Booth Size and Package selection  
(or you may also contact us for credit card payment)

**Credit Card Payment Information is on the Page 3, Checks, Money Orders may also be sent to:**  
**LaydBack Productions PO Box 721000, Pinon Hills, CA 92372**  
**Info@LaydBack.com**

**Office: (909) 705-5544**



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\*By signing and submitting this application you agree to all of the above and the following:  
*Images/pictures/video/sound clips, written submissions, and intellectual property materials will be returned at or before the event and by request only with SASE (please include sufficient postage) and may be used for promotional purposes.*

If accepted the undersigned acknowledges receipt of the rules and regulations and agrees that he and/or she will comply with the rules in addition to submitting a temporary food facility permit and/or County Food Permit /City of Rancho Cucamonga business license if accepted as explained above and on the rules and regulations page 3. Failure to comply fully with all rules and regulations will result in forfeiture of your right to participate in future festivals/events/activities and/or could culminate in the immediate removal from the event site. All participants shall indemnify, defend and hold harmless the City of Rancho Cucamonga, Bass Pro Outdoor World LLC, Victoria Gardens, LaydBack Productions, its parent, subsidiaries, affiliates, officers, officials, agents, directors and employees from and against any and all claims, demands, lawsuits, penalties or liabilities by any name and of any kind or nature whatsoever, which the City of Rancho Cucamonga, Bass Pro Outdoor World LLC, Victoria Gardens, LaydBack Productions, its parent, subsidiaries, affiliates, officers, officials, agents, directors and employees may sustain or incur or which may be imposed upon them or any of them for injury due to death of any person or damage to any property as a result of or arising out of the participant's act(s) or omission(s) in connection with Bass Pro World LLC, Victoria Gardens, LaydBack Productions and The Spring Arts & Crafts Festival.

The undersigned certifies that he/she is responsible person referred to in the rules and that he/she is authorized to execute the permit and release and waiver forms on behalf of the group. The undersigned has read the release and waiver clause in the permit and hereby agrees to be bound by its terms and that no refunds are possible.

Sponsor agrees that NO MONEY will be exchanged, and no sales are made onsite unless pre-approved by LBP (lead generation only) per Business License, Rules & Regulations and unless a Valid CA Sellers Permit is obtained and presented prior to the event. Failure to comply will result in immediate removal from the event site, and sponsorship fee will be forfeited without refund.

**Show Location address:** 7777 Victoria Gardens Lane, Rancho Cucamonga, CA 91739

#### **Credit Card Authorization (If paying your Application/Space Fees by Credit Card please fill out the form below).**

Your card will not be charged the applicable funds needed for the space rental fee unless you are accepted to participate in the event.

**Note: No refunds are available for any reason after 60 days previous to event dates. All events are rain or shine.**

Card Type: Visa\_\_\_ M/C\_\_\_ Amex\_\_\_ Disc\_\_\_ Card#:\_\_\_\_\_ Amount\$:\_\_\_\_\_

Name on Card:\_\_\_\_\_ Card Expiration Date:\_\_\_\_\_

Card Billing Address:\_\_\_\_\_ CIV Code:\_\_\_\_\_

Please sign also sign that you have read all information enclosed in addition to the Rules & Regulations.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_

Submit all correspondence and checks via USPS to:

**LaydBack Productions**  
**PO Box 721000**  
**Pinon Hills, CA 92372**

You may also send all electronic applications and photos with Credit Card Information to:  
**info@LaydBack.com or Sponsors@LaydBack.com**

LaydBack Productions, PO Box 721000, Pinon Hills, CA 92372 Office: (909) 705-5544  
 Websites: www.LaydBack.com Email: Info@LaydBack.com

# ***The Spring Arts & Crafts Festival***

## **Participating Exhibitor Rules and Regulations**

- 1) **SHOW Hours: Saturday 10am-5pm & Sunday 11am-5:00pm. Teardown must be complete within 3 hours!**
- 2) Once a vendor has been approved and a space has been allocated, the vendor must be present in their booth, submit all permits/licenses, and collect San Bernardino County Sales Tax on all items sold. Cancellation Policy: There will be no refunds or credit given for any reason although special circumstances may be considered 60 days prior to the event.
- 3) Waiting Lists: If you have been put on our waiting list, no fees will be deposited until you are accepted to the event.
- 4) The event will take place rain or shine and any determinations for show closure due to inclement will be made by the show management.
- 5) We provide the space only. No tents, canopies, etc. are provided. No space may be sold, sublet, or transferred. Each 10'X10' MUST HAVE SUFFICIENT WEIGHTS and ABC or BC-40(food vendor) Fire Extinguisher. One medium per space is allowed and may not be shared.
- 6) All exhibitors must be appropriately dressed with professional attire and conduct themselves in a professional manner at all times. If you have a problem please contact one of our friendly event staff members.
- 7) Electricity will not be provided. State all requests in the Special Requests App Section (Page 2) and Flame or Propane MUST be requested .
- 8) **All booths and equipment used must be clean and orderly at all times** and no equipment, trash, etc. will be stored in, around, or behind booths and visible to the public. *This is a very nice, clean, and beautiful place to show and you will see why this is so important when you see the location. We photograph/document booths & trash left at each event and will bill you \$100 minimum for disposal services, so please clean up.*
- 9) No alcoholic beverages are to be consumed on the premises during the show hours of operation.
- 10) Security is strict and will be 24hrs, 7 days a week. Due to the upscale nature of the high end retailers and merchandise at this facility, there are cameras well positioned throughout the entire venue and parking lots. The security of your inventory and equipment is ultimately your sole responsibility, and you agree that only you only must assume risk or liability for the contents of your booth and/or anything left overnight.
- 11) No large/tall banners, signage, etc. will be allowed to be displayed outside or above an exhibitor's booth and all signage must be presented professionally and approved by show management at the show. Determinations will be made at show management's discretion.
- 12) **Show management reserves the right to designate binding policy determinations at any time necessary on a case by case basis for the betterment of the show.**
- 13) Exhibitors must stay within the confines of their space and will not be allowed to place merchandise or obstruct fire lanes/gardens/pedestrian paths, etc. and may not tear-down in the final hours of the show.
- 14) No radios will be allowed.
- 15) **CA sellers permits, health permits (food vendors), business license and optional business insurance are the responsibility of each exhibitor. Please see contact information below.**

Physical Location Address: 7777 Victoria Gardens Lane, Rancho Cucamonga, CA 91739

California State Board of Equalization, Main Toll Free: 800-400-7115, Van Nuys Office 15350 Sherman Way, Ste. 250 Van Nuys, CA 91406-4203 818-904-2300 FAX 818-901-5252 Riverside Office 3737 Main St., Ste. 1000, Riverside, CA 92501-3395 951-680-6400 [www.boe.ca.gov](http://www.boe.ca.gov) More offices can be found at <http://www.boe.ca.gov/info/phone.htm>

\*Health Permit (Food Vendors): Co. of San Bernardino, Division of Environmental Health Services, Rancho Cucamonga 8575 Haven Ave. Suite 130 Rancho Cucamonga, CA 91730 [http://sbcounty.gov/uploads/dph/dehs/Depts/EnvironmentalHealth/EHSDocuments/TemporaryFoodFacility\(TFF\)VendorRequirements.pdf](http://sbcounty.gov/uploads/dph/dehs/Depts/EnvironmentalHealth/EHSDocuments/TemporaryFoodFacility(TFF)VendorRequirements.pdf)

\*City of Rancho Cucamonga - Business License Information 10500 Civic Center Drive, Rancho Cucamonga, CA 91730, 909-919-2948, Fax (909) 919-2959 M-Thurs, 10am-4pm Website Info: <http://www.cityofrc.us/business/license/obtain.asp>

If you have any questions regarding these rules and regulations, please contact us via the following:

**LaydBack Productions, PO Box 721000, Pinon Hills, CA 92372 Office: (909) 705-5544**  
**Websites: [www.LaydBack.com](http://www.LaydBack.com) Email: [Info@LaydBack.com](mailto:Info@LaydBack.com)**

## **Reasons to Sponsor**

- **New Opportunities with Community and Businesses**
- **Attendance to this event will be significant and substantial**
- **Media Coverage/Exposure Dependent on Exhibitor Participation**
- **Testing New Products and Services with Primary Research**
- **Brand Awareness to Potentially Millions w/ Platinum + Level**
- **Support of Live Artisan Demonstrations, the Arts, Entertainment and Culture**
- **Demographics/Exposure: 30-50+, 83K Avg. Income, 10K+ attendance estimate**

Support of Live Artisan Demonstrations, the Arts, Entertainment, and Culture will always yield a return on investment for all interests involved in the betterment of a civilized society. The rewards that come about inspire children of the future and adults of all backgrounds to appreciate the accomplishments and possibilities of humanity.

The demographics of this show are enough to attract the attention of any business concerned with branding their products to the medium, high, and high-end consumer with resources to afford and finance some of the most affordable, finer, and customized things in life. The exposure to these audiences will yield real-time and residual returns for any company's bottom line.

New opportunities for networking with community and creating business connections will prevail with every sponsor that is chosen. Limited sponsorships and strategic packages will allow minimal competition and an exclusive presence for potentially years to come.

Attendance to this event will be impressive and substantial enough for any company to commit resources. The ability to reach the audiences in attendance will be an opportunity that only presents itself with this type of special event. Future participation will not be guaranteed but preference will be given to initial participants for subsequent events.

Media coverage and exposure are forecasted in advance pending full sponsor participation. This could enable what we predict will be a positive response and return that any marketing manager could justify with quantifiable results.

Testing new products and services are part of the costs of doing business. By collecting data and statistics from this venue, through primary research, the benefits of mass marketing can never be underestimated and can prove invaluable. The retail environment of this event will be perfect for determining specific segments, target markets, and consumer behavior.

Building brand awareness with every level of sponsorship will be foremost with our program. By marketing to potentially millions of consumers the benefits from any level of sponsorship will enable your company to take advantage of and receive maximum exposure from virtually every marketable vantage point.

We strongly encourage inquiries and applications be submitted as early as possible so that our marketing team can launch a comprehensive package to start getting you qualified leads and help your business achieve growth projections and sales goals. **Contact Dave Drake today at (909) 705-5544.**