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SAN FRANCISCO'S 2nd ANNUAL POLK STREET BLUES FESTIVAL
SATURDAY & SUNDAY, September 24 & 25, 2011 ~ 10 am to 6 pm
MERCHANT & RESTAURANT INFORMATION & APPLICATION

Dear Polk Street Area Merchants and Restaurants;

The Polk District Merchants Association and Steven Restivo Event Services, LLC invite you to participate in the *2nd Annual Free Polk Street Blues Festival*. It is our goal to generate as much publicity for the district as possible. This is now the only free Blues Festival in San Francisco. Working together, we feel this Festival could grow and expand into one of the largest events in the Bay Area over the next few years and bring thousands of potential shoppers to the street.

The event will take place on Saturday, September 24 & Sunday, September 25, 2011 from 10:00 am to 6:00 pm. **Polk Street from Broadway Street to California Street will be closed to vehicle traffic from Saturday, September 24 at 12:01 am, until Sunday, September 25 at 11:59 pm.** If you have any questions or concerns about the event or street closure, please give us a call at 415-456-6455 or email Steven@SRESproductions.com.

The Festival will feature two main stages of live Blues, a local merchant market place, arts and crafts, gourmet food and beverage booths, a large family area, a cooking demonstration stage, bistro style seating areas and much more.

Polk District Merchants who are members of the Polk District Merchants Association will be given first option to purchase a booth space at the event. All merchant applications received will be reviewed by the Festival committee. Participating merchants who qualify must sell original items. You must staff your booth for the complete duration of the event both days. **The space fee for qualifying members of the Polk District Merchant Association is \$200, a discount of \$100 off the list price.** This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would to rent those items to include set up and breakdown, it is an additional \$250, which is our cost. **To become a member of the PDMA contact Jennifer Farris at 415-931-3130.**

Polk District Restaurants who are members of the Polk District Merchants Association 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 \$900, a discount of \$100 off the list price.** 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. In addition, all food vendors may sell non-alcoholic beverages from their booths. Also, all food vendors are required to use compostable products, i.e.; paper plates, napkins, forks, cups, etc.

If you are interested in being part of the Cooking 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 have someone from your restaurant do the demo for about 60 minutes on either day. We do these demos at a number of our Festivals and they are a huge draw.

In addition to the above options, we will be creating a "Polk Street Merchants Marketplace" where small retail Businesses/Merchants from the district can sell their wares or just promote and market their business. We are designating a 20ft wide x 40ft long tent in the center of the Festival that will have 15-4ft tables inside of it. Each 4ft table will be allocated to a qualifying retail small Business/ Merchant. All applications received will be juried by the Festival committee. The fee for participating in the Merchant's Market is **\$75 for Polk District Merchant Association members** and **\$100 for non-Association members**. If you are interested in participating in the Merchant Marketplace, please fill out the application below and check the appropriate box. You must staff your table for the complete duration of the event both days.

To apply for the event, please fill out the application form attached to this document and return it by February 15, 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 confirmation letter within 7 days, then we will email/mail a participant packet and your free promotional postcards to you 30 days prior to the event. **Please make a copy of this application for your files.**

Mail the application by February 15th, 2011 and make your checks payable to:
Steven Restivo Event Services
P.O. Box 151017, San Rafael, CA. 94915 ~ Ph: 800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436
www.PolkStreetBluesFestival.com ~ Steven@SRESproductions.com

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Merchant/Restaurant Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website _____ Email _____

Resale # _____

- Yes, I would like to have a 10x10 **MERCHANT** booth space to sell items at the event = **\$300 (\$200 if you are a member of the PDMA)**
Items you wish to sell at the event _____
Location Request _____
- Yes, I would like to have a **RESTAURANT** booth at the event = **\$1000 (\$900 if you are a member of the PDMA)**
(booth & health/fire 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 and breakdown) = **\$250**
- Yes, I would to participate in the **Merchant Marketplace = \$100 (\$75 if you are a member of the PDMA)**
- I will be open during the Festival.
- I am a member of the Polk District Merchants Association.
- Please email me the status letter and participant packet, no need to send it via regular mail.

Do you have any suggestions or comments about this event? _____

Please make a copy of this application for your records and return it with your check by
February 15, 2011, payable to:

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