

4th annual...Jelly Belly Candy Palooza
Jelly Belly Visitor Center • One Jelly Belly Lane • Fairfield, CA 94534
Saturday Sept 24 and Sunday Sept 25, 2016
9 am to 5 pm

Please print from the attachment!

You are invited!! Fourth annual Jelly Belly Candy Palooza at the Jelly Belly Visitor Center!

The event will feature rides and games, zip line, live entertainment, vendors, pre-packaged and eat-in food , Wine and Chocolate Experience, pony rides, candy tent, Jelly Belly art and vehicles , free factory tours.... and more! There is something for everyone. The Candy Palooza has free admission and acres of free parking for visitors!

Jelly Belly plans a huge advertising blitz... with anticipated attendance of around 10,000 over the two days! Jelly Belly marketing of the events includes broad advertising around northern CA., ads in the local newspaper, local *Your Town Monthly magazine* (mailed to 41,000 Fairfield homes) and Grapevine (mailed to 35,000 Vacaville homes) and similar Bay Area magazines mailed to homes throughout the region, postings on Internet events and community calendars, and more. Also 5,000 marketing post cards will be distributed,

Here are the details:

- 10x10 space: Crafts or Pre-packaged food \$150; Eat-In food \$400; Commercial \$300
- 10x20 space: Crafts or Pre-Packaged food \$275; Eat-In food \$400; Commercial \$500
- Vendors provide their own canopy, tables and chairs. Easy unload and parking.
- Electricity is NOT available but you can bring a quiet generator
- All spaces are on asphalt or concrete
- Vendors provide weights or sandbags. It can get windy
- Security is provided overnight
- Vendors are required to have a Seller's Permit issued by the CA State Board of Equalization
- Event is held rain or shine. No refunds for inclement weather
- If your application is not accepted, you will be notified and your check returned.
- Cancellations are accepted in writing and must be received by Sept 14. \$25 handling fee will be deducted from your refund.
- Vendors must participate both days. Visitor center is open at 9 am. Show starts at 9 am. You can start selling when you are set up. Vendors are responsible for collecting CA sales tax. Fairfield, CA = 8.625%.
- Vendors are accepted on a first come first served basis. Categories have a limited number of vendors /businesses.

FOOD VENDORS

- Tents, food trucks, food carts are all accepted within Solano County Health Dept rules.
- "Eat-In" Food Vendor spaces are 10 x 20. Pre-packaged Food Vendor spaces are 10 x 10.
- All FOOD VENDORS must provide Proof of Liability insurance naming Jelly Belly Candy Company as additional insured. COPY OF PROOF OF LIABILITY MUST BE RETURNED WITH YOUR APPLICATION OR BY SEPT 10
- Food vendors must submit the REQUIRED one day permit to the Solano Health Dept one month prior to each event. Please call Cassandra Brooks at the Solano County Dept. of Resource Management (707) 784-6765 for questions or clarification of Health Dept rules or permits. Link to permit: :

This is a great opportunity to showcase your items or business to Solano County residents and beyond! Please let me know if you have any questions.

I look forward to working with you! Thank You!!! Brenda

—
Brenda Mossa • Event Coordinator • (707) 646-9006 • brenda@brendamossaevents.com

*Please LIKE us at www.Facebook.com/BrendaMossaEvents

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Registration Form

Contact person(s) _____

Phone _____ Cell _____

E-mail _____ Business name _____

Web site _____ *Resale number _____ (required)

Address _____

City _____ State _____ Zip _____

Hand-crafted? Y N Please describe in detail what you will be selling or nature of your business. Please email or enclose photos of your items or brochure, business card from your business. _____

*Requests _____ (note: electricity is not available)

10' x 10' space	10' x 20' space	Check enclosed for:
Arts and Crafts \$150	Arts and Crafts \$275	\$
Pre-Packaged food* \$150	Pre-Packaged food * \$275	\$
Eat-In food * \$400	Eat-In * \$400	\$
Commercial Business \$300	Commercial Business \$500	\$
Non-Profit No charge	Non-Profit \$100	

Please mail Registration Form and check to:
Brenda Mossa Events
3250 Congressional Circle
Fairfield, CA 94534

- **Cancellations are accepted in writing and must be received by Sept 10, 2016. A \$25 handling fee will be deducted from the refund.**
- **Hold Harmless Agreement** I do hereby agree to indemnify and hold harmless the Jelly Belly Candy Company, Brenda Mossa Events and their respective officers, agents, members, and employees of any sponsoring organization and underwriters, individually or collectively from all fines, penalties, liabilities, losses, claims, damages, and expenses, including court costs and attorney's fee, incurred or suffered as a result of relating to my participation in any event sponsored by the Jelly Belly Candy Company.

X _____ X _____
 Signature of applicant Date

***FOOD VENDORS:**

_____ I will provide required Proof of Liability naming Jelly Belly Candy Company as additional insured (please include with this registration or no later than Sept 10th....thanks)

_____ I will obtain the required Special Event Permit from the Solano County Health Dept .Please call Cassandra Brooks (707) 784-6765 for questions or clarification of Health Dept rules or permits.

Link for permit:

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