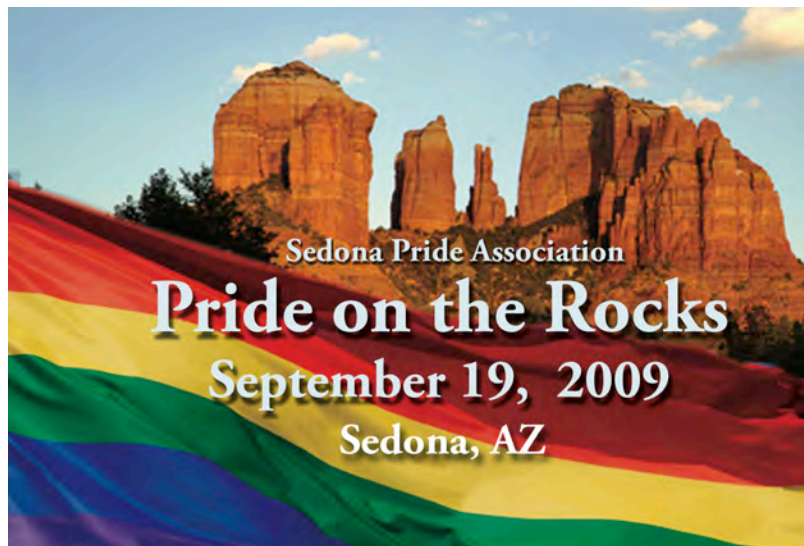


# The 1st Annual PRIDE ON THE ROCKS Festival & Celebration



September 19, 2009  
11:00AM – 8:00PM  
Relics Restaurant  
The Historic “Rainbow’s End”  
Sedona, Arizona

## EXHIBITOR APPLICATION

*P.O. Box 3231  
Sedona, AZ 86339  
Phone: (928) 300-0775  
Fax: (928)  
info@SedonaPride.org  
www.SedonaPride.org*

**Pride on the Rocks 2009 Festival & Celebration  
EXHIBITOR APPLICATION**

**DEADLINES:**

*Early Bird – July 6, 2009*

*Final – July 20, 2009*

**Business / Organization Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State & Zip Code:** \_\_\_\_\_

**Contact Person(s) and Title:** \_\_\_\_\_

**Day Time Phone:** \_\_\_\_\_

**Evening Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Non-Profit Tax ID Number:** \_\_\_\_\_

**Commercial Tax ID Number:** \_\_\_\_\_

**LIST ALL ITEMS TO BE SOLD AT THE FESTIVAL**

FINAL APPROVAL AND ACCEPTANCE OF PERMISSIBLE ITEMS FOR SALE AT PRIDE ON THE ROCKS WILL BE INCLUDED WITH YOUR CONFIRMATION LETTER. Additionally, your letter will contain any exclusivity products or services that will be provided by Sponsors of Pride on the Rocks.

**PLANNED:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ALTERNATE:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\* Non-profits who are fundraising, please describe fundraising activity \***

# 2009 Pride on the Rocks Pride Festival & Celebration

## TERMS & CONDITIONS FOR ALL EXHIBITORS

Please read the following and sign below  
to indicate your agreement to abide by & follow the terms & conditions listed herein.

Sedona Pride Association (SPA) presents the annual Pride on the Rocks Festival for the public and reserves all rights as producers. Any reproduction, rebroadcast or commercial use of any portion of the event, in whole, or part, in any form, without permission of SPA is strictly prohibited.

- A. Applicant understands the purpose of the Sedona Pride Association – Pride on the Rocks Festival is to celebrate lesbian, gay, bisexual, transgender pride, and agrees to do nothing to defeat this purpose during the term of this license to occupy.
- B. Exhibitors shall submit the required booth fees with COMPLETED application and \$100 CLEANING deposit (separate check). Deposit will be refunded to exhibitors who are deemed in good standing after the event. Booth space must be staffed all day and then cleared of all paper, boxes, etc., in order to receive your cleaning deposit back. LEAVING WITHOUT BEING CHECKED OUT BY AN EXHIBITOR COORDINATOR IS GROUNDS FOR EXCLUSION FROM FUTURE EVENTS.
- C. All business or other activity for which the exhibitor has rented space must be conducted within the designated booth space ONLY. No distribution, canvassing, handing out fliers, nor vending of any kind may be done outside of the designated rented booth space area.
- D. Tents, tables, chairs, lights, and electrical equipment rented from SPA must remain in your rented space during and after the festival. VIOLATING THIS PROVISION IS GROUNDS FOR COST OF EQUIPMENT, RETENTION OF \$100 CLEANING DEPOSIT, AND/OR EXCLUSION FROM FUTURE EVENTS.
- E. THE SALE OF ANY NON-ALCOHOLIC BEVERAGES WILL NOT BE ALLOWED UNLESS A FEE HAS BEEN PAID TO SELL THE EVENTS SPONSORED NON-ALCOHOLIC BEVERAGE(S). FEES CHARGED PATRONS WILL BE THE SAME AS NAPA'S. ICE WILL BE PURCHASED ON-SITE ONLY – NO OUTSIDE ICE.
- F. THE SALE OF ALCOHOL IS STRICTLY PROHIBITED.
- G. Exhibitors must post prices legibly and visible to the general public at all times.
- H. All electrical equipment and appliances must conform to the UNIFORM FIRE CODE OF YAVAPAI COUNTY.
- I. NON-PROFIT RATES: If you are an organization, which qualifies as a non-profit organization pursuant to Internal Revenue Code 501(c), you are eligible for non-profit rates as indicated. Please submit a photocopy of your IRS Letter of Determination with the application. For-Profit businesses DO NOT qualify for non-profit rates even if your booth proceeds will be donated to a non-profit organization.

J. PERMITS: You are required to obtain and display all necessary permits and/or licenses in order to operate on the Festival grounds. If you are forced to close by any government agency for failure to obtain or display your necessary permits and/or licenses, NAPA is not liable and will not refund ANY fees. Contact the following to obtain licenses and permits:

State of Arizona  
License and Registration  
1600 West Monroe  
Phoenix, AZ 85007

City of Sedona  
Jim Windham  
102 Roadrunner Dr  
Sedona, AZ 86336  
(928) 204-7114

Yavapai County  
Robert Mumper, RS  
Environmental Health Specialist II  
Community Health Services  
(928) 649-5078

K. **INSURANCE: YOU MUST PROVIDE PROOF OF GENERAL LIABILITY INSURANCE NAMING "SPA" AS ADDITIONALLY INSURED (see enclosed option).**

L. REFUNDS: Your booth fee and additional equipment rental(s) are NON-REFUNDABLE unless cancellation, in writing, is received by SPA 30 days prior to the Festival date.

Applicant understands that the Sedona Pride Association has legal possession and control of Relic's Restaurant pursuant to agreements with the City of Sedona. Applicant further understands that any use granted by Sedona Pride Association is a license to occupy only, and is not coupled with an interest in the property. The Sedona Pride Association reserves the right to terminate this license to occupy at any time during the applicant's use of it, if in the Sedona Pride Association's determination:

1) the applicant creates a nuisance to any other of the licensees or guests; 2) the applicant is found to have changed or added to the uses set forth in this application; 3) the applicant has falsified any of the statements of this application; 4) the applicant's use of space violates any governmental laws or ordinances, or interferes with the orderly and successful conduct of the Festival. Applicant understands the purpose of the Sedona Pride Association, Pride in the Pines Festival is to celebrate gay, lesbian, bisexual, and transgender pride and agrees to do nothing to defeat the purpose during the terms of this license to occupy.

SPA reserves the right to place exhibitors on the Festival grounds according to the master plan, and is done on a first come, first serve basis. Therefore, any cancellations by exhibitors based on dissatisfaction of booth placement will subject exhibitor to forfeiture of all booth and equipment fees. There will be a limited number of "same kind" exhibitors. All exhibitors must submit a list of primary and alternate selling items of a diverse category. In the event of an excessive number of "same kind" applications, SPA reserves the right to request an applicant to change or alternate selling items. Exhibitors agree NOT to sell or distribute items listed as "exclusive" to SPA.

**I HAVE READ THE ABOVE TERMS AND CONDITIONS FOR THE PRIDE ON THE ROCKS FESTIVAL. I AND ALL PERSONS ASSOCIATED WITH MY BUSINESS/ORGANIZATION SHALL COMPLY WITH THE TERMS AND CONDITIONS HEREIN.**

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2009

Business / Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Signature: \_\_\_\_\_

## Exhibitor Application Check List

Completed Applications Will Include (please check each box below after completion):

- Signed Terms and Conditions Form
- Completed and Signed Application
- Completed Exhibitor Fee Worksheet
- Sedona Sales Tax Certificate / Permit (Phone the City at (928) 204-7114)
- Full Payment of Fees and SEPARATE Deposit Checks
- Copy of IRS Letter of Determination (non-profit only)
- Certificate of Insurance OR completed "day of" insurance application form.
- Submission of this application and fees does not guarantee a space.
- Spaces reserved on a first come, first serve basis.

**ALL APPLICATIONS DUE :**

*Early Bird – July 6, 2009*

*Final – July 20, 2009*

**\* INCOMPLETE APPLICATIONS WILL BE RETURNED  
AND NOT PROCESSED \***

**Send Completed Applications to:**

**Sedona Pride Association  
Attn: POR 2009 Exhibitor Committee  
P.O. Box 3231  
Sedona, AZ 86339**

## 2009 EXHIBITOR FEE WORKSHEET

All spaces are 10'x10' and come with a table and two chairs unless otherwise noted and paid for. Electricity is not provided with Exhibitor Space rental. Electrical availability is limited. Please include all electrical needs on this worksheet. We cannot guarantee late electrical requests will be filled.

Category	Price	Early Bird Post Marked by July 6, 2009	Final Post Marked by July 20, 2009	Write In Amount
Retail Space	Covered	\$195	\$245.00	
	Uncovered	\$150.00	\$195.00	
Food Space (Limited to 7) (10x15)	1 Space	\$250.00	\$315.00	
Non-Profit	Covered	\$125.00	\$160.00	
	Uncovered	\$40.00	\$55.00	
Hand Crafted Arts & Crafts Or Artisan	Covered	\$150.00	\$195.00	
	Uncovered	\$80.00	\$110.00	
Electrical <i>Total Amperage</i> _____ Please attach detailed electrical usage by device. After May 18, late fee of \$50 applies.	110 volts 20 amps		\$50.00	
	220 volts 20 amps		\$90.00	
<b>Late Fee (after July 20, 2009)</b>	\$100.00			
Additional Equipment	Item	Quantity	Cost (each)	
	8' Table		\$ 20.00	
	Folding Chair		\$ 5.00	
	Canopy / Tent		\$120.00	
<b>TOTAL RENTAL SPACE FEES:</b>				\$
<b>** SEPARATE CLEANING DEPOSIT CHECK **</b>				<b>\$100.00</b>

\* The Ability to sell the "event sponsors" non-alcoholic beverages will require the sale price to be the same as SPA's selling price. See page 3 Item E for more details.

*Make checks payable to: Sedona Pride Association (SPA)*

**\* If you do not submit a separate check for your cleaning deposit,  
your application will be returned as "incomplete" \***



casswood insurance agency ltd

# 2009 EXHIBITOR LIABILITY INSURANCE

## \$1,000,000 Limit of Liability

Please be legible. If we cannot read your handwriting, we cannot issue certificates or process payments accurately.  
It wastes your time and ours and causes delays.

This application is for the **PRIDE ON THE ROCKS 2009 FESTIVAL (Sedona, AZ) September 19, 2009**

Name \_\_\_\_\_ dba

Business Name \_\_\_\_\_

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

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

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Website \_\_\_\_\_

**This insurance policy provides Liability coverage only.**  
**There is NO COVERAGE for loss or damage to your property, stock or inventory.**  
**We cannot insure vendors who are piercing body parts, tattooing, selling fireworks or weapons.**

Please describe the product, service or information you are providing. Include a brochure if you are mailing this form to us or direct us to your website.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Providing Information only** \$ 50.00) *Non Profit*
- Selling a Product or Service** \$ 100.00) *Commercial - (no product liability)*
- Selling a Product or Service** \$ 100.00) *Commercial - (with product liability)*
- Food & Drink** \$ 200.00)

RATES ARE ESTIMATES ONLY PRICING MAY CHANGE WITHOUT NOTICE

<b>Payment</b>	<input type="checkbox"/> Personal Check is attached payable to <b>Casswood Insurance Agency Ltd</b> . Personal checks will be accepted up to 15 days prior to the event. Please indicate "Vendor" and the "Pride on the Rocks 2009" in the memo area of your check.
	<input type="checkbox"/> Cashiers check or money order is attached payable to <b>Casswood Insurance Agency Ltd</b> . Please indicate "Vendor" and the "Pride on the Rocks 2009" in the memo area of your check.
	<input type="checkbox"/> Please charge the <input type="checkbox"/> Visa or <input type="checkbox"/> MasterCharge account for
	Name _____
	Billing Address _____
	Account # _____ Exp _____ / _____
Amount Charged \$ _____ Signature _____	
<input type="checkbox"/> Mail My Insurance Certificate <input type="checkbox"/> Fax My Insurance Certificate <input type="checkbox"/> Email My Insurance Certificate	
<b>A Certificate of Insurance will be sent to you as soon as your payment clears our bank. .</b>	