

VENDOR

PACKET



August 3, 2024
10am to 4pm

WELCOME

FESTIVAL OF BUTTERFLIES VENDOR APPLICATION

Hi There!

Welcome to the **10th Anniversary Celebration** for Goin Native Therapeutic Gardens and our 6th Annual Festival of Butterflies!

We're planning the **BIGGEST** celebration ever and expecting over **8,000 attendees from all over Southern California**. Through our **partnership with Metrolink**, 5,000+ riders from all over Orange, LA, Riverside, and San Diego counties join us for the festivities each year.

We are excited to highlight some of the **best local vendors whose products, services, and resources** reflect the goals of our non-profit organization and align with our mission and vision for the event. **Be sure to apply early** - we will be screening applications as they come in, and there is a limit of two vendors per category.

Let's do this!

THE GOIN NATIVE BOARD MEMBERS

WWW.GOINNATIVE.NET

EVENT DETAILS

DATE:

August 3, 2024

Time:

10am to 4pm

LOCATION:

Los Rios Park, 31791 Los Rios St, San Juan Capistrano, CA 92675

THEME:

Festival of Butterflies - therapeutic and water wise gardening, sustainable, environmentally-friendly

TARGET AUDIENCE:

Families, gardening and nature enthusiasts, environmentally conscious consumers

EXPECTED ATTENDANCE AND DEMOGRAPHICS:

8-10k attendees; lots of families with children

PROMOTIONAL OPPORTUNITIES:

Inclusion in event marketing materials (e.g., website, social media) with opportunities for cross-promotion with other vendors.

VENDOR TIPS FOR SUCCESS:

- Butterfly-themed items are extremely popular.
- Many attendees ride the train - smaller items that can be carried easily sell well.
- Decorate the booth to match the event's theme, provide samples (if applicable), bring enough inventory, and have fun!

LOGISTICS

SET UP:

Friday August 2, 2024 from 4pm-6pm

Saturday August 3, 2024 from 6am to 8am

Vendors now will have an option to leave merchandise covered on tables on Friday. Two security guards will be in the park 6pm-6am. The park's hours are STRICTLY enforced by OC sheriffs.

TAKE-DOWN:

Saturday August 3, 2024 from 4pm to 6pm

DIRECTIONS:

15 Fwy to Del Obispo St to right on Paseo Adelanto to right into Los Rios Park

PARKING OPTIONS:

- Please unload, move your vehicle to a designated parking area, and return to set-up your booth as quickly as possible.
- Vehicles must be off the grounds during show hours.
- To allow visitors to exit safely, vehicles will not be permitted on grounds until 4:00pm for take-down.

ACCESS TO UTILITIES:

- Restrooms and water fountains are available at the park.
- THERE IS NO ELECTRICITY in the park and we DO NOT PROVIDE GENERATORS.
- You may bring your own generator if it is a quiet model.

VENDOR POLICIES AND GUIDELINES

SPACE GUIDELINES:

- All products must be kept within your designated space. Failure to do so will result in withdrawal of next year's invitation.
- Signage promoting your business or products must be limited to the confines of your rented space.
- Vendors are responsible for getting their products and themselves to and from their spaces with their own carts or dollies.
- Vehicles may not be used to transport products or people to spaces once the festival is open.
- Vendors must remain open for business for the duration of the show.

CONDUCT:

- Vendors are to operate in a professional manner.
- The use of alcohol, illegal drugs and/or any other banned substances is illegal and will not be tolerated at booths.
- Shoplifting and theft are punishable to the full extent of the law; report illegal activities to the Event Coordinator and park police will be notified. Security will also be contacted as necessary.
- **WE RESERVE THE RIGHT TO REFUSE PARTICIPATION OF ANY EXHIBITOR.**

SECURITY:

- There are no locked fences or locked gates.
- The Festival of Butterflies/Goin Native Therapeutic Gardens is not liable for anything left on the grounds before, during or after the event.
- The Festival of Butterflies/GoinNative Therapeutic Gardens (GNTG) is not responsible for any property left unattended during that time. If you are concerned, please arrange to have someone always present.

VENDOR POLICIES AND GUIDELINES

CONTINUED

SAN JUAN CAPISTRANO BUSINESS LICENSE:

- The city of SJC requires each Vendor/Speaker selling to be registered for the event. This is required and must be completed and paid for through the city by the Vendor.
- *GNTG will be paying city license fees.

CA SELLER'S PERMIT:

- All participating Vendors who qualify **MUST** have a **VALID** Seller's Permit from the CA State Board of Equalization (BOE).
- Your seller's permit will be verified with the BOE upon receipt of your application and, if not valid, you will not be permitted to enter the festival.

SALES TAX:

- All vendors, including non-profit groups, must collect sales tax on goods sold (except edible plants).
- The sponsor, Goin Native Therapeutic Gardens, will not be liable for the collection and payment of any state sales taxes; all Vendors are responsible for the collection and payment of sales tax.
- A fully qualified CA Resale Certificate is required to participate as a vendor in the Festival of Butterflies.

EMERGENCY PHONE:

Call 911 for all emergencies

GROUNDS USE GUIDELINES:

- Vendors are to leave spaces free of any debris.
- Trash is to be placed in trash containers, dumpsters, or hauled away.
- Vendors are responsible for leaving the space in the same condition it was when the vendor arrived. Failure to do so will result in withdrawal of next year's invitation.

CODES:

Vendors must comply with the Orange County Health Department, CA Department of Food and Agriculture, and the CA State Board of Equalization.

VENDOR FEES & REQUIREMENTS

WE WILL PROVIDE THE FOLLOWING ITEMS TO KEEP A COHESIVE LOOK AND FEEL FOR THE EVENT:

1. 10x10
2. White canopy
3. One 6' table
4. 2 chairs

- **Vendors will not be able to use their own canopies.**
- Additional tables and chairs may be brought in (as long as they fit within the footprint of the 10x10).
- Vendors can set up a booth to conduct demonstrations or workshops, share information with attendees, or provide products/services for activities related to the event.

BOOTH OPTIONS FOR VENDORS:

- **10X10 BOOTH FOR LOCAL SJC VENDORS** (BUSINESS MUST BE REGISTERED IN SJC) - \$125
- **10X10 BOOTH FOR NON-PROFITS** (MUST BE REGISTERED AS A NON-PROFIT WITH A VALID TAX ID) - \$150
- **10X10 BOOTH FOR ALL OTHER VENDORS** - \$175

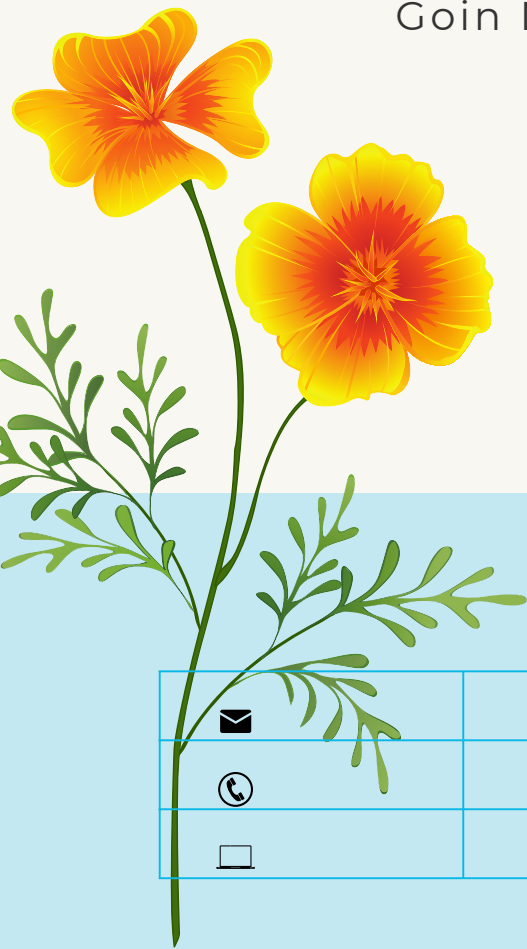
Vendors may purchase multiple booths to reserve a larger space (based on site location and availability).

**Please complete the registration form and make your payment on our website,
www.goinnative.net**




Festival *of the* Butterflies

THANK YOU!

We thank you for your interest and participation at
Goin Native Therapeutic Garden's
Festival of Butterflies.



CONTACT US

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