

**2019 DAY OF THE DEAD FESTIVAL**  
**Old Town San Diego State Historic Park**

Saturday, November 2nd from 10:00 a.m. – 9:00 p.m.

Sunday, November 3rd from 10:00 a.m. – 6:00 p.m.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Returning Artist: ( Y / N )

Home Phone: (     ) \_\_\_\_\_ Office: (     ) \_\_\_\_\_

Cell Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Artist Medium/Media: \_\_\_\_\_ Price Range: \_\_\_\_\_

**Artist Median Type(s):**

<input type="checkbox"/> Ceramics	<input type="checkbox"/> Glass	<input type="checkbox"/> Collage	<input type="checkbox"/> Digital	<input type="checkbox"/> Mosaic
<input type="checkbox"/> Painting	<input type="checkbox"/> Photography	<input type="checkbox"/> Printmaking	<input type="checkbox"/> Textile Art	<input type="checkbox"/> Jewelry
<input type="checkbox"/> Sculpture	<input type="checkbox"/> Metalwork	<input type="checkbox"/> Wood	<input type="checkbox"/> Other _____	

**Day of the Dead Celebration** (Enclose the following fees as required, No Commission Due.)

Booth Fees (Payment due upon acceptance or credit card will be charged after acceptance.)

**Processing fee due with application:**

**\$25 non-refundable** application processing fee per person if more than one in a booth: **(Insurance required)**

Vendors who would like to be considered must submit up to 5 photographs plus booth – these will not be returned.

**Vendor Booth, 2 days, Sat & Sun:**

- (    ) 10 x 10 - \$575 • (    ) 10 x 20 - \$1,000 • Special location request, add 15% subject to availability  
2 days, Sat & Sun must be approved in advance **(Add \$25 per 10 x 10 if received after October 1<sup>st</sup>)**

**Food Vendors Fee, 2 days, Sat & Sun:**

- (    ) 10 x 10 - \$850 • (    ) 10 x 20 - \$1,450 **(Add \$50 per 10 x 10 if received after October 1<sup>st</sup>)**

**Add-Ons: (Optional)**

Electrical Fees:    \$55 - 110 volts / 5 amps    \$100 - 110 volts / 15 amps    \$100 each additional 15 amps

**CREDIT CARD PAYMENT**

Application fee **\$25** Booth fee \$ \_\_\_\_\_ Electrical fee \$ \_\_\_\_\_ Total fees \$ \_\_\_\_\_

Visa  MasterCard  AMX - No. \_\_\_\_\_ AMT \$ \_\_\_\_\_ EXP. DATE \_\_\_\_\_

Name on card: \_\_\_\_\_

Credit Card Address (if different from above) \_\_\_\_\_

3 digit # security code on back of credit card: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

*I have read and agree to abide by Day of the Dead San Diego rules and regulations. I understand that this application does not guarantee a space and agree to abide by the decision made by the Day of the Dead jury.*

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

Please mail or email the application form, payment and submissions by **October 1, 2019** to

**Visual Media Group**

Email: [chris-vslmedia@cox.net](mailto:chris-vslmedia@cox.net)

3940 Hortensia Street, Suite 201 San Diego CA 92110 Phone 619.656.4721

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# **Rules, Regulations and General Information for Participation**

## **Old Town San Diego State Historic Park**

### **Day of the Dead San Diego Celebration (DODC)**

**The Day of the Dead Celebration San Diego** is a two-day in the Historic Old Town San Diego. Visitors to this fabulous event will enjoy a self-guided walking tour throughout Old Town. **The Day of the Dead Celebration San Diego** is a free event, open to the public. Artists can expect 50,000+ attendees to visit the DODC that offers live entertainment. The **Day of the Dead Celebration San Diego** is strictly a Juried Event. The majority of the work displayed should be related pieces. **Please note that; most t-shirts are not allowed.** Literature and other noted information about the artist's work are permitted.

**Terms of Exhibition:** I have read and agree to all of the specified terms and conditions set forth in the DODC Application. As a participant, I further release and indemnify the DODC OTSD Guide and all of its duly appointed representatives of liability and responsibility for any damage, injury, or loss sustained by exhibitors, guests or other participants before, during, and after the event or as a result of the display of my work, equipment, or materials. I understand that the DODC OTSD Guide management reserves the right to remove anything that does not meet the standards set forth in this application. I understand that there are no refunds or rain checks due to inclement weather. I agree to accept all decisions of the Organizers and management. I agree to allow the management and use of enclosed slides, photos, and other promotional materials, including photographs and videotapes taken at each DOD Event for the purposes of promotion of the this event this year and future years. The undersigned agrees to indemnify and hold harmless, the Old Town San Diego Guide, Fiesta de Reyes and the State Park, Visual Media Group its clients and affiliated organizations or entities, directors, officers, agents, employees, or any of the above from any and all liabilities, demands, claims, damages, or costs to property or persons as a result of participating in the **2019 Day of the Dead Celebration San Diego.**

**Registration Information:** To register for the **Day of the Dead Celebration San Diego**, please fill out the application and mail with payment back to the **Visual Media Group**. The last day to register is **October 1, 2019 or until spaces are filled.**

**Sales Tax:** Vendors must have a valid California Sellers Permit (State Sales Tax License). Vendors are responsible for collecting and reporting any and all sales tax.

**Space Allocation and Rentals:** Visual Media Group will assign artists to a designated area along the Vendor area located in Old Town San Diego. The DODC does not accept responsibility for artists' work before, during, or after the event.

**Refund Policy:** Accepted exhibitors at the DODC may withdraw from the event 60 days prior to the event date and receive a 50% refund on their fees. If withdrawal is made within 60 days of the event date after which no refunds are available as all funds are committed to the production, promotion, and marketing of the DODC. All refund requests must be made in writing. We will not process your payments until you are accepted to the event.

#### **What You Do:**

- Pay all booth fees.
- Vendor must provide staff at your booth at all times.
- Keep booth open (required) for the entire **Day of the Dead Celebration San Diego**, all days, hours noted on front of form.

#### **What We Do:**

- We distribute cards and/or flyers in the San Diego and nearby areas to promote the DODC OTSD.
- Promote the **Day of the Dead Celebration San Diego** through calendar listings, press releases, and media alerts.
- Promote the **Day of the Dead Celebration San Diego** through web sponsors, and may include radio sponsors, TV spots, and advertisements in San Diego as well as Orange County.
- List registered vendors on the **Day of the Dead Celebration San Diego** website.

We look forward to your participation in the **2019 Day of the Dead Celebration San Diego in Old Town San Diego.**  
[www.dayofthedeaddsd.com](http://www.dayofthedeaddsd.com)

Please mail or email the application form, payment and submissions by **October 1, 2019** to  
**Visual Media Group**  
Email: [chris-vslmedia@cox.net](mailto:chris-vslmedia@cox.net)  
3940 Hortensia Street, Suite 201 San Diego CA 92110 Phone 619.656.4721

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# INSURANCE REQUIREMENTS

## Old Town San Diego State Historic Park Day of the Dead San Diego Celebration (DODC)

We need to get additional insurance from you by October 1, 2019. Listed below are the names and contact information of the business that need to be additionally insured, with the 30 day insurance cancellation noted on certificate, for \$1,000,000 for San Diego's Dia De los Muertos 2019 listing the dates Nov 2<sup>nd</sup> and 3rd, 2019. You must also include the endorsement policy and it must list the below organizations on it or reference the policy number on it. Per the City of San Diego, you are also required to have you have the 'Worker's Compensation Statutory Limits' box checked (regardless of your coverage amount). If you use a different insurance company for your workers compensation you are required to provide that coverage as well. Please fax or email us back the additional insurance with copies for each holder. Failure to return the insurance by the above date will effect your participation in this event.

Please send all the copies of the insurance to Visual Media Group, 39 40 Hortensia Street Suite 201, San Diego CA 92110.

If you have any questions please call 619.656.4721. Thanks for your help.

Additional insurance naming: ALL BELOW ON SEPARATE CERTIFICATES:

**REQUIREMENT** Since 2009! Your endorsement policy that comes with your certificate must name the below entities on the endorsement, or reference the policy number on the endorsement not just a blanket policy. The City of San Diego Must be listed on the Endorsement.

ON A SEPARATE CERTIFICATE:

Fiesta de Reyes  
2754 Calhoun Street  
San Diego CA 92110

ON A SEPARATE CERTIFICATE:

Visual Media Group  
3940 Hortensia Street, Suite 201  
San Diego CA 92110

ON A SEPARATE CERTIFICATE:

Old Town State Historic Park  
4002 Wallace Street  
San Diego, CA 92110

In the Description Section You Must State: The City of San Diego, its officers, employees and agents, are additional insured as required by contract with respect to the San Diego's Day of the Dead/ Dia de Los Muertos Celebration.

## TERMS AND CONDITIONS FOR ALL VENDORS

1. All vendors must have an approved application on file with Visual Media Group to share, sample or sell products and/or information with the public within the event footprint. Event producers reserve the right to limit the number of applicants for any one particular type of goods/services thereby protecting all vendors and maintaining diversity at the Fiesta. The vendor coordinator may request additional information, pictures or samples before the application is approved.
2. Booth space assignments and notifications will be made on a first come first served basis according to the date of the completed application form and PAYMENT is received.

Please mail or email the application form, payment and submissions by **October 1, 2019** to

**Visual Media Group**

Email: [chris-vslmedia@cox.net](mailto:chris-vslmedia@cox.net)

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# TERMS AND CONDITIONS FOR ALL VENDORS

3. Event producers reserve the right to change or substitute vendor spaces for the good of the Fiesta and its participants.
4. Vendor Load In: You may drive your vehicle onto the event site to unload between 6:00 a.m. to 10:00 a.m. on Friday, Nov 2, 2019. On Sunday you must walk in all equipment. Detailed load-in instructions will be sent one week prior to the event.
5. Vendors must be cleared out of the venue by 9:00 p.m. on Sunday. No vehicles are allowed within the venue until after the event closes and the Fire Marshal has cleared the venue of pedestrians.
6. Vendors are required to be open for the duration of the event all days contracted:  
Saturday, November 2 from 10:00 a.m. – 9:00 p.m.  
Sunday, November 3 from 10:00 a.m. – 6:00 p.m.

CLOSING BEFORE THE END OF EVENT OR STAYING OPEN AFTER EVENT IS STRICTLY PROHIBITED AND IS GROUNDS FOR EXCLUSION FOR THE REMAINDER OF EVENT AND FORFEITURE OF FEES AND EXCLUSION FROM PARTICIPATION AT FUTURE EVENTS.

- 1 All business and other activity, for which the vendors have rented space, must be conducted within the designated booth space only! No distribution of promotional materials may be distributed by strolling through the festival grounds.
- 2 Due to potential sponsorship and contractual arrangements, only sponsor related water & beverages will be allowed to be sold. Any failure to comply with these beverage rules may result in expulsion from the event.
- 3 No solicitation of tobacco/alcohol products allowed. No racist, sexist, pornographic or otherwise offensive merchandise literature is allowed. No firearms, ammunition, alcoholic beverages or drugs are allowed on festival grounds. Determination is at the sole discretion of the event producers.
- 4 The sale of or distribution of alcoholic beverages of any kind is strictly prohibited unless contracted.
- 5 Consumption of alcoholic beverages by vendors, volunteers or employees of vendors at their booth is prohibited.
- 6 All vendors are responsible for collecting and reporting their own sales tax.

#### Additional Responsibilities:

1. Vendors must provide trash receptacles for waste generated by their booth. Improper trash disposal is grounds for and subject to additional fees and removal from remaining of event.
2. You are required to obtain and display all necessary permits and / or licenses. Visual Media Group, Fiesta de Reyes, Old Town State Historic Park are not liable and will not refund any fees.
3. Each vendor will be responsible for all of his / her own merchandise or equipment. Visual Media Group, Fiesta de Reyes, Old Town State Historic Park will not be liable for any lost, stolen or misplaced merchandise or equipment at the event.
4. INSURANCE: You must provide proof of general liability insurance naming Visual Media Group, Fiesta de Reyes, Old Town State Historic Park Promotions, Inc., as additionally insured. Insurance must be received by October 1, 2019.
5. REFUNDS: Your booth fee is NON-REFUNDABLE, regardless of booth placement, sales, competing vendors, inclement weather, acts of nature or restrictions by governmental agencies to amend or cancel the event, over which the Event has no control
6. VENDOR PARKING: Vendor parking is at the responsibility of the vendor. No parking passes will be supplied. It is recommended that the MTS lot on Pacific Highway or the Caltrans lot on Taylor and Sunset be utilized.

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