



CALABASAS  
**Pumpkin**  
Festival

**OCTOBER 20TH, 2024**

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**MARKETPLACE VENDING APPLICATION**

PRESENTED BY THE CITY OF CALABASAS

**FROM 10AM - 5PM**

[CITYOFCALABASAS.COM/COMMUNITYSERVICES](http://CITYOFCALABASAS.COM/COMMUNITYSERVICES)

JUAN BAUTISTA DE ANZA PARK

3701 LOST HILLS RD

CALABASAS, CA 91301



# PUMPKIN FESTIVAL MARKETPLACE VENDING REQUIREMENTS

The Marketplace is a point of sale purchasing opportunity for the public. It is designed for patrons to leave with merchandise in hand on event day. Vendors are encouraged to include pumpkin products in their booths!

## POINT OF SALE MERCHANDISE

### Acceptable Merchandise Examples

- o Pumpkin, autumn, harvest, Halloween, and holiday crafts & decor
- o Handmade arts & crafts
- o Jewelry & clothing (Merchandise must be in stock at site – no catalogs)
- o Home & garden items
- o Soaps & body care items (Merchandise must be in stock at site – no catalogs)
- o Some pre-packaged food items – see “Food” section of the Pumpkin Festival Guidelines & Information.
- o Some hands-on activities such as: body art, hair wrapping, wax hands, and psychic readings. Space is limited, and insurance may be required. Please email at [deanzastaff@cityofcalabasas.com](mailto:deanzastaff@cityofcalabasas.com) to inquire about availability before submitting paperwork.

### Marketplace Exclusions

The following items are not accepted in the Pumpkin Festival Marketplace:

- o Business materials, trade show displays, and promotions
- o Catalog merchandise, massage, and newspaper/magazine subscriptions
- o Alcohol, tobacco, vitamins, drugs or drug / tobacco paraphernalia or products referencing or resembling such products (including vapor products)
- o Firearms, pepper sprays, ammunition, or products referencing or resembling the aforementioned items
- o Items with sexual content, profanity, or material which may be deemed offensive to race, religion, culture, creed, gender identity, or sexual orientation
- o Political or election campaigns
- o Foods prepared on-site (some pre-packaged & samples okay – see “Food” section of the Pumpkin Festival Guidelines & Information.)

## CANOPIES & EQUIPMENT

- o Marketplace vendors are required to supply and manage their own canopies and equipment and anchor them with a minimum of 100 pounds of weight. Booth spaces may be inspected prior to opening.

## VENDING HOURS

- o Public Hours 10:00am – 5:00pm. Vendors Required On-Site Hours: 9:00am – 6:00pm.

## PHOTOS, APPLICATIONS, & FEES

- o All potential and returning vendors are required to submit at least one photo of the merchandise they intend to sell along with a picture of their booth display (preferably taken during another event). **Please do not forget to include a picture of your booth setup!** These pictures assist the committee with the best booth placement and are a requirement for your application to be accepted. A sketch of the booth may be substituted if a photo is unavailable (Please note the substitution on your application).

**VENDORS WITH PUMPKIN PRODUCTS  
RECEIVE A 20% FEE DISCOUNT!**



# PUMPKIN FESTIVAL MARKET PLACE VENDOR GUIDELINES & INFORMATION

The following Pumpkin Festival guidelines are designed in order to ensure all participants, vendors, producers, and entertainers have a safe and successful event.

## **BOOTH SPACES**

- Spaces available in 10 ft. wide x 12 ft. deep increments on paved asphalt. Shade structures, supplies, materials and equipment required to stay within the vendor's allocated space. Booth space assignments will be emailed the last week of September.

## **SET-UP / LOAD-IN**

- Vehicle access to the booth space is available during set up and breakdown hours only.
- Optional Saturday Setup: 4:00pm – 8:00pm.
- Sunday Setup: 6:30am – 9:00am (Vehicles prohibited on grounds after 9:00am).
- Break-down / Load-out: 6:00pm – 8:00pm (Vehicles prohibited on grounds before 6:00pm).

## **DRIVE UP ACCESS**

- Drive up access to the vendor's booth space is permitted during the Set-up/Load-in period between 6:30am – 9:00am only (see Set-up / Breakdown section).

## **PARKING**

- Vendor Parking Passes issued during Set-up/Load-in period.
- Vendors limited to two vehicle parking spaces per booth. Additional parking available in public lots.
- Trailer, oversized trucks & RV parking available with advanced notice (please indicate on application).
- Handicap parking available (placard required). Please indicate need on application.

## **EXHIBITOR CREDENTIALS**

- Exhibitors and their employees/volunteers are required to wear event credentials while on site.
- Credentials issued during the Sunday Set-up/Load-in period, 6:30am – 9:00am.
- Exhibitors with personnel arriving after 9:00am must check in at the main ticket gate to obtain credentials.

## **ELECTRICITY**

- Electricity is not offered in the Marketplace. Vendors requiring power must provide personal generator and fire extinguisher. Event producers must be notified before event. LA Co Fire Prevention inspection anticipated on event day.

## **FOOD SALES & DISTRIBUTION OF CONSUMABLE ITEMS**

- A separate application and approval by the LA County Environmental Health Department is required for vendors to sell and/or distribute any food or drinks. See the website [www.calabasaspumpkinfestival.com](http://www.calabasaspumpkinfestival.com) to download the appropriate forms.

## **PROMOTIONAL MATERIALS**

- Marketing materials such as promotional ads, coupons, flyers, etc. may ONLY be distributed within a vendor's space. Distribution outside of the designated booth is prohibited. Festival producers reserve the right to stop any dispersal and recoup costs for excessive clean-up.

## **TOBACCO FREE EVENT**

- By law, smoking and vaping are prohibited in all public places in the City of Calabasas where other persons can be exposed to second-hand smoke. Smoking, vaping, and tobacco use is strictly prohibited on Festival grounds.

## **SECURITY**

- Security will be on Festival grounds from 6:00pm on Saturday, October 19th through Sunday, October 20th at 8:00pm. Be advised that The City of Calabasas, its employees, volunteers, partners, and affiliates are not responsible for lost, stolen, or damaged property.

## **CONDUCT & COMPLIANCE**

- Failure to comply with show regulations, festival staff, and security personnel may result in removal from the 2024 show, loss of fees and disqualification from future exhibiting opportunities with the festival producers.



# HOW TO APPLY TO THE PUMPKIN FESTIVAL MARKETPLACE

## Deadline to Submit: September 6, 2024\*

To apply, please complete and return the attached application with fees before Friday, September 6, 2024 to the following address:

**Attn: Pumpkin Festival Marketplace  
c/o Juan Bautista de Anza Park  
3701 Lost Hills Road,  
Calabasas, CA 91301**

You may also submit your forms and photos by email to

**deanzastaff@cityofcalabasas.com**

with **“PF Marketplace”** in the subject line.

If you do not receive a confirmation, please follow up.

### Enclose the following:

- Completed & signed application (incomplete applications will be returned without consideration).
- One or more photos of the items to be sold and a photo of your booth display (preferably taken during another event). A sketch of the booth may be substituted if a photo is unavailable. Note: Pictures are not retained year to year. Returning vendors are required to submit photos for consideration. Incomplete applications will be returned.
- Payment for all applicable fees (see application for details. Fees are due at time of submission).
- Vendors will receive an initial email notifying them of their acceptance status. Directions and parking information will be emailed the last week of September. Booth space requests are welcome, and the committee makes every attempt to accommodate vendor needs. Please note however, specific locations, corners, and shade cannot be guaranteed. Placement is ultimately based on show aesthetic/theme, traffic flow, price points, and fire codes.
- **CANCELLATIONS AFTER September 20, 2024 result in loss of fees.**  
*\$6 processing fee non-refundable*

**Questions or inquiries? Contact us at 818-880-6461 or email:  
deanzastaff@cityofcalabasas.com**



# 2024 PUMPKIN FESTIVAL MARKETPLACE APPLICATION

Business Name: \_\_\_\_\_ Owner's Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

Items You Will Be Selling: \_\_\_\_\_

Are any of your items edible?  No  Yes *(If yes, stop and complete the Marketplace with Food Application)*

Have you exhibited at the Pumpkin Festival before?  No  Yes If yes, what year? \_\_\_\_\_

### BOOTH SIZE REQUEST

Does your booth include pumpkin items?  Yes  No

If yes, list all pumpkin items (subject to verification at event):

If yes, select booth size below:

10ft x 12ft \$59.00  20ft x 12ft \$ 112.00

If no, select booth size below:

10ft x 12ft \$72.00  20ft x 12ft \$127.00

### VEHICLE INFORMATION

Please indicate the quantity and type of vehicles you will be bringing to the festival (Note: 2 vendor lot parking permits maximum. Additional vehicles must park with public):

\_\_\_\_\_ Car, S.U.V., Truck, or Van under 10 feet in length

\_\_\_\_\_ Vehicle with trailer or vehicle over 10 feet in length  
please explain: \_\_\_\_\_

\_\_\_\_\_ RV requesting overnight parking  
(must be pre-approved – a City representative will contact you for confirmation)

\_\_\_\_\_ Handicap Parking Required (placard must be displayed)

**A 20% discount applies to booths featuring items with pumpkins.**



# 2024 PUMPKIN FESTIVAL MARKETPLACE APPLICATION

### ELECTRICITY INFORMATION:

- Power source not needed
- I will be bringing a generator: Type \_\_\_\_\_ Fuel \_\_\_\_\_

**SPACE REQUESTS:** (We will do our best to accommodate every vendor’s requests; however specific locations, corners, and shade cannot always be guaranteed. Placement is ultimately based on festival theme, traffic flow, price points, fire marshal requirements & safety.)

**SIGNATURE** - The undersigned agrees to defend, indemnify, and hold harmless the City of Calabasas, their officers, employees and agents from and against all loss, liability charges and expenses (including attorney fees) which may arise by participating in the event. I understand that the City does not provide accident, medical, liability, workers compensation insurance or any other insurance. I agree to carefully inspect and satisfy myself that the facilities provided are reasonably safe for the intended use. I agree to assume the risk of participating at the premises. I understand that the City retains the right to use photos taken during activities for publicity purposes. I agree to adhere to all vending and event guidelines. I understand that cancellations after September 20, 2024 will result in loss of fees. **\*\$6 processing non-refundable**

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

### PAYMENT INFORMATION

Checks/Money Orders made payable to the “City of Calabasas”

Credit Card # \_\_\_\_\_ EXP \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature of Card Owner: \_\_\_\_\_ Date \_\_\_\_\_

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