



The 4th Annual Central Coast Lavender Festival will held in the Downtown Paso Robles City Park on July 14, 2012, from 10 a.m. to 5 p.m.

The free event celebrates the lavender industry—an emerging local product—and features lavender producers from throughout the county, who will serve tastes of lavender cuisine, sampling of lavender oils, dipping sauces, lavender ice cream, and education on lavender, lavender growing, and sustainable farming practices.

There will be free seminars on distilling lavender, benefits of lavender, and demonstrations throughout the day in the City Park Gazebo.

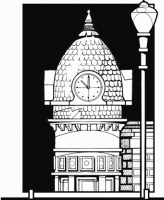
Features: Music, a special children’s activities area, local lavender growers and vendors, arts, a Lavender Tasting Garden with tastes to purchase, and free samples and demonstrations.

Accompanying the Lavender Festival is a juried arts show, plus a variety of food and festival vendors.

**PASO ROBLES MAIN STREET ASSOC. &  
CENTRAL COAST LAVENDER GROWERS ASSOC.**

835 12th St., Suite D  
Paso Robles, CA 93446

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CENTRAL COAST LAVENDER GROWERS ASSOC.**



**MAIN STREET ASSOCIATION  
DOWNTOWN PASO ROBLES**

**WHERE EVERYBODY  
COMES TOGETHER!**

# Central Coast Lavender Festival



July 14, 2012

**Vendor Application**



Central Coast  
Lavender Festival  
July 14 \* 10 am - 5 pm

**SPACE FEES**

\$55 - 15'x15' (Cash, Check, Money Order or & Visa/MC/Discoverx Accepted)

**RETURNING VENDORS:**

To reserve the same booth space as you had last year, application and payment must be received by March 1, 2012.

**SET-UP**

Set-up will begin at 7 a.m. on Saturday morning. Once you have unloaded your vehicle, promptly move it to the long-term parking lots at the city library on 10<sup>th</sup> Street or city lot at Railroad and 12<sup>th</sup> Streets. Canopies and displays must be fire retardant. Electricity is not available.

**Early breakdown is not permitted & all vendors must remove their own trash.**

**10'x10' Portable Canopy Preferred for All Vendors**

**CANCELLATION POLICY**

Cancellations up to 14 days before the event are subject to a \$35 handling fee. **The space fee is NOT refundable after July 1, 2012.**

**(No refund for rain; event proceeds rain or shine.)**

For additional information about this event, please call (805) 238-4103.



**NO DOGS ARE ALLOWED IN THE CITY PARK. (Ord. #489 City of P.R.)**

**PREPARED OR PACKAGED FOOD/DRINK VENDORS:**

If you are selling packaged food items, prepared food/drink, or offering product tastes, your business must have an Environmental Health permit valid in SLO County (call the county at 805-781-5544) and you must **INCLUDE WITH YOUR APPLICATION** a Certificate of Insurance naming Paso Robles Main Street Association, Central Coast Lavender Growers Association, and the City of Paso Robles as additional insured entities on your policy of insurance.

**ARTISTS**

**Jury selection:** Each artist's work will be juried based on quality and originality. Only work created by the applying artist will be considered. Please send four (4) photos of your work with application. Include a SASE with sufficient postage for return of photos and your space map with space assignment. If you are denied participation in this event you will receive a full refund.

**LAVENDER GROWERS/ VENDORS**

Also, all Lavender vendors should have the proper banner signage for their booths. Lavender vendors that are providing items for the public to eat or drink, must comply with Health Department requirements and provide the insurance certificates as stated under #3 on the application form.

For more information, please call Paso Robles Main Street Association at 805-238-4103 or email: [mainstreet@tcsn.net](mailto:mainstreet@tcsn.net).

**Central Coast Lavender Festival**  
**VENDOR APPLICATION (Due by July 1, 2012)**

Business / Organization \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

VISA/MASTERCARD ACCEPTED

**Type of booth:**

1. \_\_\_ **Information** only (Describe items to be displayed \_\_\_\_\_)
2. \_\_\_ **Art/Craft** (Describe your media \_\_\_\_\_)
3. \_\_\_ **Retail** (including packaged food items) Items offered for sale \_\_\_\_\_
4. \_\_\_ **FOOD/Beverage:** Health Permit/Insurance Required (Describe: \_\_\_\_\_)

*The Central Coast Lavender Festival Committee reserves the right to judge the eligibility of booth materials and to deny vendor space to those the committee deems inappropriate.*

I agree to indemnify, defend, waive, release and hold the Central Coast Lavender Growers Association, Paso Robles Main Street Association, and the City of Paso Robles harmless from any and all liability, claims and causes of action for injuries to person or property arising out of or related to this Olive Festival event, specifically including, without limitation, injury or damages to booth and contents, merchandise, employees, contractors, guests, customers, invitees and all other third parties.

**SIGNATURE** \_\_\_\_\_

**Please enclose with your application:**

1. **Payment (Checks payable to PR Main Street)**
2. **Copy of Health Department Permit (if applicable)**
3. **Certificate of Insurance Naming the Central Coast Lavender Growers Association, the Paso Robles Main Street Assoc. AND the City of Paso Robles as ADDITIONAL INSURED(S) (applicable for food and beverage vendors)**
4. **Photos of artwork (if applicable)**

Send to: Paso Robles Main Street, 835 12th St. Suite D, Paso Robles, CA 93446; Fax: (805) 238-4029

**FOR OFFICE USE ONLY**

Space Number(s) Assigned: \_\_\_\_\_  
Date Application Received: \_\_\_\_\_  
Amount Received: \_\_\_\_\_  
Check # \_\_\_\_\_ By: \_\_\_\_\_