



2012 Swallows' Day Parade & Mercado

Booth Information

The 2012 Swallows Day Parade & Mercado takes place on Saturday, March 24, 2012 from 8:00 am to 5:00 pm (Parade is 11:00 to 1:30 pm). All booths must be set up before 8:00 am and remain set up until 5:00 pm. **This is a rain or shine event, which simply means that this event will not be rescheduled.**

1. All booth applicants must submit the following to the San Juan Capistrano Fiesta Association (referred to as SJCFA in this document):
 - 1.1 A completed SJCFA Booth Application Package (enclosed), with Fee check made payable to the San Juan Capistrano Fiesta Association (SJCFA). Page 3 of this "Booth Information" form is the "contract" between the "Vendor" and the "SJCFA". **This contract must be signed and sent with the application to be considered for approval.**
 - 1.2 A City of San Juan Capistrano Business License Application (enclosed) and check made payable to the SJCFA for \$5.00. Currently licensed San Juan Capistrano businesses are exempt from the \$5.00 fee. Proven 501-3C Non-Profits are also exempt with a copy of Non-Profit status sent with application.
 - 1.3 There is a \$50.00 Cleaning Deposit required, with the check made payable to the SJCFA. This Deposit can be held over for the following year, at your request to insure your space, or returned at the end of the event, if your booth area, after inspection, has been cleared by the SJCFA representative. You are responsible for all trash removal and must provide trash bins at your own booth. If your area is not clean, your \$50.00 clean up Deposit will be surrendered to the SJCFA the day of the event.
2. Applicants serving any food, hot, cold, snacks or beverages are required to contact the Orange County Health Department personally for their own Food handling permits. The Health Department has advised us that all food booths WILL be inspected before the event and the health rules will be strictly enforced. The day of the event, all handling permits must be displayed at the booth site.
These "permits" WILL NOT be obtained by SJCFA.
 - 2.1 For food permit information and application contact:
The Orange County Health Department at (714) 834-7700
or visit www.ocgov.co.

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- 2.2 Nonprofit organizations must be prepared to provide official, legal documentation showing your nonprofit status.
- 2.3 The Orange County Health Department requires specific sinks for our Food Vendors at this event. This year the costs of the sinks are included in your booth space fee.
3. Rules and/or Restrictions pertaining to booth operation and merchandise are as follows:
 - 3.1 All booth operators must operate from a stationary location. Moving vendors WILL NOT be permitted and will be escorted from the Mercado area by the Orange County Sheriff.
 - 3.2 All booth operators must display a copy of their SJCFA BOOTH PERMIT and the CITY of SJC LICENSE in their booth on parade day or be subject to a fine and/or booth closure.
 - 3.3 All Vendors are required to have a current, valid, California Board of Equalization "Sellers Permit" (Non-profits included). Sales tax is to be collected as required by state law. This is the Vendor's responsibility. For permit information and application contact:

State of California – Board of Equalization
23141 Moulton Parkway – Suite 100
Post Office Box 30890
Laguna Hills, CA 92654-0890
(949) 770-2157 ext. 324
<http://www.boe.ca.gov/>
 - 3.4 Due to the large number of horses in San Juan Capistrano on parade day, it is necessary for all concerned to take extreme care not to "SPOOK" the horses. Balloons of any kind, other floating objects, streamers, silly-string, poppers, ANY TYPE of "homemade" weapons and noise makers are not to be displayed, sold or carried. Any violation of this rule could result in injury to the horse, the rider and/or spectators. These items WILL NOT be tolerated and will be cause for immediate surrender of the booth space without refund.
 - 3.5 No items may be displayed or sold which imply an official endorsement by the SJCFA. The following are specifically prohibited:
 - The San Juan Capistrano Fiesta Association's Name and/or logo
 - The name "Fiesta de las Golondrinas"
 - The name "Fiesta Association"

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- 3.6 Actual or Implied gang material will not be allowed.
- 3.7 The City of San Juan Capistrano prohibits the use and/or consumption of alcoholic beverage on any City street or in non-designated public areas.
- 4.0 The deadline for completed applications and fees is **Friday, March 2, 2012**. Applications postmarked 03-02-12 will be returned to sender. **No exceptions.**

Return completed Booth Package to:

**SJCFA-Mercado
Post Office Box 532
San Juan Capistrano, CA 92693**

- 5.0 Approved documents and assigned Booth Space package will be returned to you by mail.
- 6.0 The San Juan Capistrano Fiesta Association does not provide canopies, tables/chairs or electricity. They are available at an additional cost. Arrangements must be made in advance and items paid for prior to the event.
- 7.0 The Mercado booth space size is 10'x10'. Informational space is 34"x34"

I have read and agreed to all of the above described conditions and restrictions. I understand that non-compliance with these conditions and restrictions will be grounds for surrender of my booth space and deposit before or during the Mercado event and will result in additional fees and/or fines.

SIGNATURE of APPLICANT: _____

BUSINESS OR ORGANIZATION NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: (_____) _____ **E-Mail Address:** _____

DATE: _____ **PREVIOUS YEAR BOOTH SPACE:** _____