

Northern California Cherry Blossom Festival  
**ARTS & CRAFTS FAIR POLICIES AND GUIDELINES**

Sakura Matsuri, Inc., producers of the Northern California Cherry Blossom Festival celebrate the tradition of welcoming spring with a festival which culminates in the Grand Parade. The Northern California Cherry Blossom Festival (NCCBF) is San Francisco Japantown's largest event celebrating traditional and contemporary Asian culture. This year's NCCBF will take place on April 13, 14, 20, and 21, 2019 with the Grand Parade on Sunday, April 21, 2019. The Arts and Crafts Fair will be located within the Buchanan Mall (Buchanan St. between Laguna and Post Streets) with limited space availability.

The NCCBF Arts and Crafts Fair showcases the talent of handcrafted products and designs of artisans from across the country encompassing the theme of the festival. The emphasized theme throughout NCCBF's 2019 Arts and Crafts Fair is "Japanese and Asian American-inspired culture" and we encourage the participation of artisans whose creative work reflects the theme and Japanese/Asian American culture.

**ENTRY REQUIREMENTS AND SELECTION PROCESS**

- All vendor applicants must submit an application for consideration by the Arts & Crafts committee. No vendor will be accepted without an application and screening.
- All applicants shall promote the Japanese and Asian American-inspired cultural theme of the event.
- No vendor booth shall be used for political purpose, distribution of campaign material, promote partisan positions or ballot proposals.
- To be considered for acceptance in the Arts & Crafts Fair all work must be handcrafted or designed by the vendor/artisan, and is subject to inquiry at any time.
- Applicants must provide pictures of products to be sold and pictures of the booth arrangement.
  - Vendors who have participated more than 5 years are exempt from providing this information.
- All applicants must provide proof of liability insurance. The NCCBF does not provide insurance coverage for participating vendors.
  - Insurance certificates should name Sakura Matsuri Inc, dba Northern California Cherry Blossom Festival, 1759 Sutter Street, San Francisco, CA 94115, listed as Additional Insured.
- All applicants must provide proof of a valid California Seller's Permit. The CA State Board of Equalization requires that all vendors selling tangible items at the Cherry Blossom Festival to have a seller's permit.
  - You may apply for a temporary or permanent California Seller's Permit through the CA State Board of Equalization. The San Francisco office is located at: 121 Spear St, Ste. 460, San Francisco, CA 94105

- All vendors who sell pre-packaged foods must also submit a Temporary Food Facility (TFF) Concessionaire Application and be prepared all associated fees. The TFF Permit fees are determined by the City of San Francisco.

### **ENTRY APPLICATIONS**

- All vendors who are interested in obtaining an application should contact the Arts & Crafts Fair Committee via email at [ArtsCrafts@nccbf.org](mailto:ArtsCrafts@nccbf.org)
- Entry applications must be completed online and received by the Arts & Crafts Committee by February 13, 2019.
- The early bird application deadline is December 13, 2018. After the early bird deadline, an additional \$25 per weekend (\$50 for both weekends) will apply to the booth fee.
- All applications received after February 13, 2019 will be accepted on a space-available basis and assessed a \$25 late fee, if accepted.
- By submitting an application, applicant has read, understands and accepts the policies and guidelines of the festival.
- Applicants will receive notification if application has been accepted or not, at least 1 month before the festival.
- If there are vendors that cannot be accommodated due to space constraints, vendors will be placed on a wait-list and notified of their status.
- Unload/load instructions and booth number shall be sent one week prior to the festival date.
- The rules and guidelines are for the safety and quality of the festival. Failure to follow these rules and guidelines will result in the applicant's rejection and immediate removal from the festival.

### **BOOTH SPACES**

- All booth space measures 10' x 10'. All vendors must adhere to these limitations and keep merchandise and displays located within the designated space.
- Sharing of booth spaces is allowed; however, both vendors must meet the following requirements:
  - Each vendor must submit a separate application and meet the application requirements, including insurance and seller permit, separately.
  - Intention to share a booth should be noted in the application.
  - The Arts & Crafts Fair Committee will not assist with locating a vendor to share a booth space with you.
- The entire Arts & Crafts Fair is held in a public outdoor location. Vendors should be prepared for a variety of weather conditions, including rain, wind, and sun.
- Booth spaces and/or access to booth spaces may be uneven, including cobble stone pavers, and a slight grade.
- Tables, chairs, and tent rentals are available at an additional cost.
- Please have rope and weights on hand to secure booth to prevent any damage to personal property and to the property of others due to weather related issues.

- Sakura Matsuri, Inc. and the Northern California Cherry Blossom Festival, its officers, agents and volunteers are not liable for any lost, stolen, or damaged items, including merchandise and booth tents that are left overnight.

#### **FEES & PAYMENT**

- Fees are determined annually by the Arts & Crafts Committee.
- Vendors who sell prepackaged foods must pay an additional per-weekend TFF Permit fee, the rate of which is determined by the City of San Francisco. The 2018 rate was \$115 per weekend.
- Payment must be received in-full before booth assignments will be considered.
- Payment for all fees should be submitted via check addressed to “Sakura Matsuri Inc.” and sent to:

NORTHERN CALIFORNIA CHERRY BLOSSOM FESTIVAL  
ATTN: Arts & Crafts  
1759 Sutter Street  
San Francisco, CA 94115

#### **SITE UNLOAD & LOADING**

- Each vendor will be assigned a drop-off window for unloading at the beginning of each weekend. Vendors should strive to be as close to on-time as possible for their window; otherwise, they may be asked to wait or return at a later time.
- To accommodate the number of vendors who need to gain access to the festival areas, unloading and loading should take no longer than 15 minutes. Please be mindful and courteous that other vendors are anxious and waiting to set up or tear down as well.
- Vendors will receive a permit for entry to the festival areas. All vendors must display this permit prominently in their vehicle to gain entry to festival areas.
- Vehicles must not be left unattended. Any unattended vehicles may be subject to towing and towing fees. Violating this policy shall affect future participation.
- Should you need a volunteer to assist you with drop off/transport of your items, neither the festival nor its officers, staff, or volunteers are liable for any loss, damage, or theft of your items.
- All vehicles must be out of the festival area by 10:00 AM. NO EXCEPTIONS!
- Vehicles will be allowed to re-enter festival areas for loading after the end of the official festival times, and after festival organizers have deemed it safe for vehicles to enter loading areas.
- Festival organizers have the right to limit the number of vehicles and amount of time that vehicles spend in festival areas for purposes including but not limited to: maintaining fire lane access, safety of pedestrians, and to allow vehicles servicing other parts of the festival into the festival areas.
- All vendors must adhere to the instructions of festival organizers and should be respectful of all other vendors, festival organizers, and sponsors.
- Parking spaces and fees will not be provided. All vendors must find their own parking and pay any associated fees where applicable.

## **COMMUNITY SUPPORT**

- The Northern California Cherry Blossom Festival is a community event. Vendors may choose to further support the community in the following ways:
  - Vendors are welcomed, but not required, to donate items for the NCCBF raffle – which is one of the festival’s biggest fundraisers. All donations are considered tax deductible and a tax form will be provided.
- The Arts & Crafts Fair Committee may choose to provide booth space to organizations who donate money or services to specific causes in the community, provided that the organization’s booth activities and donations adhere to the “Japanese and Asian American-inspired culture” theme of the Arts & Crafts Fair.

## **FESTIVAL CONDUCT**

- Should any issues or concerns arise, vendors should contact a member of the Arts & Crafts Fair Committee immediately.
- All vendors are responsible for leaving their booth areas as they found them. Vendors who leave behind trash or other items behind shall be denied participation in future.
- Vendors must demonstrate respect and cooperation with other vendors and neighboring businesses. The success of the Arts & Crafts Fair is dependent upon mutual understanding and respect. Please be considerate of others.
- All vendors must contact a member of the Arts & Crafts Fair committee during the festival if there are any safety or security concerns. If a member of the committee cannot be found, they should immediately report any incident to the information booth located at Peace Plaza or another festival organizer with a radio.
- Vendors who experience any theft or damage to their booth or merchandise should report it to the Arts & Crafts Fair Committee and file a police report.
- The festival organizer reserves the right to reject and eject any vendor at any time.

## **CANCELLATION POLICY**

- No refunds or compensation will be issued due to weather-related incidents.
- Only a natural disaster or emergency order designated by proper authorities will cancel the festival.
- If for any reason a vendor is not able to participate after being accepted, the vendor must contact the Arts & Crafts Fair Committee immediately prior to the date of the festival. No refunds or compensation will be issued if another vendor on the wait-list is unable to fill the cancelling vendor’s spot.

## **INDEMNIFICATION**

- By submitting application, vendor agrees to indemnify Sakura Matsuri, Inc. and the Northern California Cherry Blossom Festival, its officers, agents and volunteers.
- Each vendor must possess general liability insurance and name Sakura Matsuri, Inc. and Northern California Cherry Blossom Festival as additional insured.