



The logo consists of three lines of text: "WHALES", "TAILS", and "& ALES". The "W" in "WHALES" and the "T" in "TAILS" are partially obscured by orange silhouettes of a whale and a dog/pet, respectively. The "&" in "TAILS" is replaced by two orange silhouettes of a cat and a dog. The "A" in "ALE" is replaced by an orange silhouette of a pint glass filled with beer.

All Proceeds Benefiting Pet Project Foundation

Saturday, March 7th, 2020

Dana Point Harbor

Pet Project Foundation • PO Box 5678 • San Clemente, CA 92674 • 760.224.0518

www.petprojectfoundation.org

chairman@petprojectfoundation.org



Pet Project Foundation is proud to be a part of the Festival of Whales and elated to be hosting our inaugural Whales, Tails and Ales Street Fair in the beautiful Dana Point Harbor! Please look at the Festival of Whales website for more information, www.festivalofwhales.com.

The Whales, Tails & Ales event provides an outstanding opportunity for event vendors to market their products and services to Pet Project Foundation Members, Business Partners, Sponsors, Volunteers, Pet Lovers and Local Residents, making this the one of the best events in Orange County. Activities include musical entertainment, photo opportunities, children's activities, and refreshments.

This is the ONLY vendor fair at the Festival of Whales this year, so get your reservations in!

All proceeds from this event supports the care and welfare of the animals at the San Clemente-Dana Point Animal Shelter, spay and neuter programs, training, kennel care, life-saving medical treatment, community education and outreach, and much more. Our need to raise funds has never been greater.

Please send in your information today to secure your spot. This year is going to be our best event yet!!

To guarantee your participation in the Festival of Whales Street Fair, submit your completed application for consideration to Vickie McMurchie (PPF Chairman) no later than **Friday, February 21, 2020.**

For more information, visit our website at www.petprojectfoundation.org.

We look forward to seeing you at Whales, Tails & Ales!

Sincerely,

Vickie McMurchie
PPF Chairperson
chairman@petprojectfoundation.org
Cell: 760.224.0518



Sponsor Levels



Gold Level \$1000 – BEST VALUE!!

- 10' x 10' vendor space, which includes a white canopy, 8' table and 2 chairs
- Recognition in Festival of Whales Parade
 - 4 people can participate in parade
 - Name announced 2 times during parade
 - Parade televised on Cox Cable
 - Signage carried (provided by you)
- 4 PA Announcements during the Street Fair
- Recognition in Summer 2020 “Wagging Tails” mailed to 3,000 supporters
- Brand Recognition on the Pet Project Foundation’s Facebook Page
- Your logo/name on all Street Fair event signage
- Literature in goodie bags handed out to the first 300 people
- Dedicated email blast to 3K+ subscribers
- Logo inclusion on all marketing materials



Silver Level \$750

- 10' x 10' vendor space, which includes a white canopy, 8' table and 2 chairs
- Recognition in Festival of Whales Parade
 - 2 people can participate in parade
 - Name announced once during parade
 - Parade televised on Cox Cable
 - Signage carried (provided by you)
- 2 PA Announcements during the Street Fair
- Recognition in Summer 2020 PPF Newsletter Wagging Tails
- Banner Ad included in email blast to 3K+ supporters
- Logo inclusion on all marketing materials



Street Fair Vendor \$200

- A 10' x 10' space at the Street Fair

** No furnishings or tents are provided for the Street Fair booths but can be arranged with the designated rental company at their fees, ask for more details.*



**Whales, Tails & Ales
Sponsor/Vendor Application**

Company Name _____

Contact Name _____ Contact Number _____

Mailing Address _____

City, State and Zip _____ Email _____

What information or product do you plan to distribute at your booth: _____

Sponsorship Choice (check one):

_____ \$1000.00 - Gold Sponsor _____ \$ 750.00 - Silver Sponsor _____ \$ 200.00 - Street Fair Vendor

Payment Option: Check (Payable to: Pet Project Foundation) Visa Mastercard American Express Discover

Credit Card Number _____ Expiration Date _____

Signature _____ CCV# _____

_____ I wish to be contacted with more information about renting equipment or having access to electricity.

Email or mail signed application, Sellers Permit (if applicable) and vendor fee to: Pet Project Foundation
PO Box 5678
San Clemente, CA 92674

I, _____, on behalf of _____ (company) do hereby submit an application for consideration. I agree to abide by all Event Rules and Regulations and waive any/all claims of any kind and nature against the Pet Project Foundation, Festival of Whales organizers, Dana Point Harbor Partners and Burnham Ward Properties, City of Dana Point, its agents, affiliates, employees, Volunteers and/or any other individual associated with the event. By signing this agreement, Sponsor/Vendor agrees to pay all fees and/or city, state, and county taxes. **No refunds in the event of rain or inclement weather.** We reserve the right to refuse any exhibitor.

Signature _____ Date _____

Any questions please email or call Vickie McMurchie - chairman@petprojectfoundation.org - 760.224.0518

FOR PPFs USE ONLY:

Application Received: _____

Application Reviewed by: _____

Approved by: _____

Sponsor Level: _____

Payment Received: \$ _____

Date: _____

Assigned Booth Space: _____



WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT

1. "In consideration for participating in Festival of Whales Street Fair and other valuable consideration, I hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO the Pet Project Foundation, Festival of Whales Committee, Dana Point Harbor Partners & Burnham Ward Properties, and the City of Dana Point, their officers, servants, agents, and employees (hereinafter referred to as RELEASEES) from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or to any property belonging to me, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES, or otherwise, while participating in such activity, or while in, on or upon the premises where the activity is being conducted or in transportation to and from said premises.
2. To the best of my knowledge, I can fully participate in this activity. I am fully aware of risks and hazards connected with the activity, including but not limited to the risks as noted herein, and I hereby elect to voluntarily participate in said activity, and to enter the above-named premises and engage in such activity knowing that the activity may be hazardous to me and my property. I VOLUNTARILY ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS, PROPERTY DAMAGE OR PERSONAL INJURY, INCLUDING DEATH, that may be sustained by me, or any loss or damage to property owned by me, as a result of being engaged in such an activity, WHETHER CAUSED BY THE NEGLIGENCE OF RELEASEES or otherwise.
3. I further hereby AGREE TO INDEMNIFY AND HOLD HARMLESS THE RELEASEES from any loss, liability, damage or costs, including court costs and attorney's fees, that may incur due to my participation in said activity, WHETHER CAUSED BY NEGLIGENCE OF RELEASEES or otherwise.
4. It is my express intent that this Release and Hold Harmless Agreement shall bind the members of my family and spouse (if any), if I am alive, and my heirs, assigns and personal representative, if I am not alive, shall be deemed as a RELEASE, WAIVER, DISCHARGE AND COVENANT NOT TO SUE the above named RELEASEES. I hereby further agree that this Waiver of Liability and Hold Harmless Agreement shall be construed in accordance with the laws of the State of California.
5. I UNDERSTAND THAT PET PROJECT FOUNDATION WILL NOT BE RESPONSIBLE FOR ANY MEDICAL COSTS ASSOCIATED WITH AN INJURY I MAY SUSTAIN.
6. I also understand that I should and am urged by the Pet Project Foundation to obtain adequate health and accident insurance to cover any personal injury to myself which may be sustained during the activity or the transportation to and from said activity.
7. I ALSO UNDERSTAND THAT I AM RESPONSIBLE FOR ANY DAMAGE I CAUSE TO THE FACILITIES. IN SIGNING THIS RELEASE, I ACKNOWLEDGE AND REPRESENT THAT I have read the foregoing Waiver of Liability and Hold Harmless Agreement, understand it and sign it voluntarily as my own free act and deed; no oral representations, statements or inducements, apart from the foregoing written agreement, have been made; I am at least eighteen (18) years of age and fully competent; and I execute this Release for full, adequate and complete consideration fully intending to be bound by same.

Company Name: _____

Representative's Name (Please Print): _____ Date: _____

Signature: _____



**Whales, Tails & Ales
Sponsor/Vendor Application**

Please read through this packet of information and bring with you when you set up to ensure you have all of the information required. Please note that we will not be responsible or insure against vandalism or theft.

EVENT HOURS

Saturday, March 7, 2020 - 10:00am - 4:00pm

EVENT LOCATION

Dana Point Harbor, the intersection of Golden Lantern and Dana Point Harbor Drive.

BOOTH SPACE

Each booth consists of a 10'x10' space. All expo vendors must have a clean, white solid colored and in good condition canopy. Canopies can be ordered at an additional cost. Additional fees apply for electricity. Vendors selling any items must have a seller's permit and provide a copy with a completed application.

LOAD IN & LOAD OUT HOURS:

Load In Saturday, March 7 - 7:00am - 9:00am

Load Out Saturday, March 7 - 4:00pm - 5:30pm

Load In: Upon arrival, please check in with event staff in the parking lot in front of El Torito (34521 Golden Lantern St, Dana Point, CA 92629). Once you are checked in, we will direct you to your booth. Please unload your equipment as soon as possible near your assigned booth location. Because we have over 70 vendors, you will need to unpack your booth materials and then move your vehicle before setting up your booth. Parking will be provided in a nearby lot and a shuttle will be provided. PPF Volunteers will be on-site and will be monitoring your belongings while you set up.

All vehicles must be removed from the Dana Point Harbor by 9am. Access to the Harbor parking lot will be closed at that time and no vehicles will be allowed access until 4:00pm on Saturday evening.

Load Out: Breakdown begins at 4:00pm. No early departure. If a vendor leaves the event prior to 4:00pm, it may affect future participation in the Street Fair.

Please stay in your booths for the duration of the Street Fair.

The Street Fair is a rain or shine event, even with inclement weather, the event will still take place and as noted in your application no refunds are issued.

RESTROOMS

Portable restrooms will be available on the event site. Sinks will also be available for you to wash your hands.

TRASH/REFUSE

Please remove all trash, waste, boxes, etc from your booth. A fee of \$100.00 will be charged to any vendor who damages public property, leaves trash or puts trash in sinks.

If you are traveling from NORTH of Dana Point:

Take the I-5 south, exit Pacific Coast Hwy. Stay in the right hand lane of the exit ramp and go north on Pacific Coast Highway. Turn left onto Dana Point Harbor Drive and then turn left onto Golden Lantern. Enter the parking lot at the end of the road (the second right hand turn) closest to El Torito. Make sure to display your Vendor Pass to the on-site security/volunteers in order to be allowed onto the lot. **All vendors must enter the parking lot near the El Torito entrance and check in with staff.**

If you are traveling from SOUTH of Dana Point:

Take the I-5 north, exit Beach Cities. Stay in the left lane of the exit ramp and go north on Pacific Coast Highway. Turn left onto Dana Point Harbor Drive and then turn left onto Golden Lantern. Enter the parking lot at the end of the road (the second right hand turn) closest to El Torito. Make sure to display your Vendor Pass to the on-site security/volunteers in order to be allowed onto the lot. **All vendors must enter the parking lot near the El Torito entrance and check in with staff.**

PARKING

Link to information about event parking and shuttle stops: www.festivalofwhales.com/free-shuttle

Parking will be provided in a nearby lot and a shuttle will be provided to and from the street fair location. Additional information will be provided to you once you confirm your vendor spot, closer to the event date. Please note that Dana Point Harbor Drive will be closed until at least 12:30pm for the Festival of Whales Parade and no cars will be permitted on Dana Point Harbor Drive between 10am - 12pm. Ensure that all of your employees/booth staff are onsite prior to that time.

ELECTRICITY:

Please note that if you requested and paid for electrical services, you will receive a 110-amp, 1-plug outlet with each electrical request. **Please note that you need to bring your own extension cords!**

Vendors will hold Pet Project Foundation, The Dana Point Chamber of Commerce, the City of Dana Point, Festival of Whales, Dana Point Harbor Partners, Burnham Ward Properties and any sponsors of the event, harmless from any and all liability whatsoever as a result of any acts and or any loss of property at the event. No refunds in the event of rain or inclement weather. We reserve the right to refuse any exhibitor.

We are looking forward to seeing you and thank you for joining us!