



[sunandsalsa@gmail.com](mailto:sunandsalsa@gmail.com)

[www.visitkensington.com/sun-and-salsa](http://www.visitkensington.com/sun-and-salsa)

### **Festival Information Package**

Thank you for your interest in becoming a vendor at the Sun & Salsa Festival. We are excited to have you be apart of our event.

With that said we will be conducting an entrance application selection. We will be reviewing each application that comes in and responding with an acceptance letter via email.

How will this work?

Vendors are asked to fill out the online registration form and submit payment for registration fees. We will review your application based on your product and its ability to accent our event. If you are accepted to our festival your acceptance letter will be emailed to you. If we find that you are not the right fit for our event we will refund your registration payment.

Included in this package is a description and history of our festival, dates, times, vendor requirements and registration instructions.

Thank you for taking the time to read over and respond to the information we have provided.

For any further questions regarding the Kensington Sun and Salsa Festival or the Children's Carnival please feel free to contact me via email.

Lisa Harrigan  
Sun and Salsa Festival Co-Event Coordinator  
Vendor Coordinator / Children's Carnival Coordinator  
Email: [sunandsalsa@gmail.com](mailto:sunandsalsa@gmail.com)

### **DEADLINE FOR APPLICATIONS**

Food & Personal Service Vendors = June 23<sup>rd</sup>, 2011  
Artisans, Corporate, Retail & Children's Vendors = July 18<sup>th</sup>, 2011

**What is the Sun and Salsa?**

The Kensington Sun and Salsa street festival is Calgary's largest charity fund-raising festival. Each year we support local charities by donating a portion of our profits from chip & water sales. For more information on the charities we will be supporting please visit our website [www.visitkensington.com/sun-and-salsa](http://www.visitkensington.com/sun-and-salsa)

### **Where, specifically, does it occur?**

Sun and Salsa occurs in Kensington along 10<sup>th</sup> Street from Memorial Drive through to 4<sup>th</sup> Street and on Kensington Road from 10<sup>th</sup> Street through to 13<sup>th</sup> Street.

### **How long is the event?**

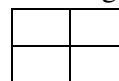
The festival runs from 11am to 5 pm.

### **How many people attend?**

Depending on the weather, approximately 85,000 - 110,000 people attend. We have surpassed 100,000 attendees for the past 3 years.

### **What do you receive for each booth space rented?**

- We provide a banquet-sized table approximately 8 feet by 2 feet inside a 10x10 space.
- We are unable to provide chairs or weather coverings. Sorry.
- You may bring a small tent or covering, provided it does not take up more than 10 feet of space in length and width and that it has been treated with the appropriate fire retardant products. Additionally you must also supply your own sandbags or weights for each leg of your tent.
- Booths are located along 10<sup>th</sup> Street, Kensington Rd and in Kensington Crescent. Please note that our booth setup is unlike many other festivals. We set up our booth locations in squares of 4 vendors down the center of the street. This gives each vendor 2 useable sides of their booth, much like corner booth locations at other festivals. Example:



### **How will I know where my booth will be located?**

After your registration/deposit fee has been paid you will receive a notice of acceptance. In July your booth location along with set up and tear down times will be emailed to you.

### **May I decide where my booth will go?**

Please write down any requests on your application form. We will review your requests and take them into consideration. If your request is a previous location you have had it is very helpful to us if you can provide your previous booth location number. We cannot guarantee that your request will be accepted but we will make every effort accommodate requests within reason.

### **Garbage????**

The vendor is required to clean up a 10-foot area around their table and take any garbage with them when they leave. (Not using the existing street receptacles) **Sun and Salsa will refuse future participation if vendors do not remove all of their garbage!** Exhibitors are asked to ensure that booths are kept tidy and that boxes are stored neatly under your table.

### **May I play music at my booth?**

You may play music at a booth that is not situated beside and or near a stage with performing acts. The music must not disturb other vendors around you.

## May I bring food to sell?

Calgary Health Services decides to give prior approval to all those who wish to sell food.

All types of food, even pre-packaged food, require pre-approval. Furthermore, all food must be prepared in an approved site and requires special handling (yes – even if you’re preparing popcorn). **A *Special Event Form* must be filled out and should accompany your regular registration form.** If you need a form, please download it from our website. Staff from the CHR will be onsite on event day to monitor all food sales.

## How do I know if I am considered a personal service vendor?

If you are having direct bodily contact with the general public with your hands or equipment, you apply. This includes airbrush/henna tattoos, massage/chiropractic adjustments, hair control and make-up/face painting. Different sanitation requirements are in affect depending on the service. For more explanation please refer to the Special Events and Trade Shows Personal Services vendor package. A link to this package is available on our website.

## What if I require power or water?

We cannot supply power or water to any booths. This is your responsibility!

(If you have arranged to get power from a Kensington business, you can note this in the special requests section on the registration form. However we can not guarantee that your booth can be placed next to that business. We highly recommend that you submit your registration early if you are trying to arrange a certain location due to power needs.)

## May I use a generator?

We discourage the use of generators because of noise and pollution concerns. However that being we understand that some equipment may require the use of a generator. You will need to receive prior approval to be able to use a generator. We reserve the right to move a vendor’s location, even on the day of the festival, if necessary. Alternatively you may consider using a solar or battery operated power source.

## What are your registration prices?

If you are an artisan, non-profit or home-based business the registration fee is \$250

If you are an existing business with a retail/corporate store, a food vendor or wholesale distributor your registration fee will be \$490. If you require a receipt/invoice please send us an email requesting one.

**We do not give refunds all sales are final.**

## What happens if it rains that day?

We go rain or shine so come prepared!

If you pack up and leave when it rains you may be refused future participation.

## Are there any additional fees?

Yes, it is possible to incur extra fees. Please read the fee schedule below

Reason	Fee
NSF Cheque	\$30
Failure to remove garbage/Improper clean up of site	\$50
Late removal or early entry of vehicle onto street	\$50

## **REGISTRATION INFORMATION & INSTRUCTIONS**

Each space is approximately 10' x 10', and we provide a 8' x 2' banquet table. **You may order up to 4 spaces.** Please note that your additional spaces will be situated side by side, not at different areas along the street or field. If you require separate locations please put this request on your registration form, under special requests and it will be evaluated. Also, remember that we are unable to provide chairs.

**The Kensington Sun and Salsa Festival is not responsible for supplying or securing water or electricity to your site.**

### **HOW TO REGISTER:**

1. Read Information Package & Rules & Regulations (available on our website)
2. Decide Method of Payment
  - a. If paying by Cheque you will need to be able to fill in the number on the cheque on your registration form. (example: Chq #53. **NOT** the total \$ amount written on chq or the number of chq's submitted)
  - b. If paying by paypal, you will need to make your payment prior to submitting your registration. After payment is complete paypal will give you a confirmation/transaction # for your payment. Please remember to write down this # as you will need to include it in your registration.
    - i. Note: You do not require a paypal account to make a payment, simply fill in your credit card & contact information.
  - c. PLEASE DO NOT ENTER YOUR CREDIT CARD # INTO THE PAYPAL # SECTION OF THE REGISTRATION FORM. WE **CAN NOT** PROCESS YOUR CREDIT CARD FOR YOU, YOU MUST DO IT THROUGH PAYPAL.
3. PLEASE NOTE THAT A EMAIL ADDRESS IS REQUIRED TO REGISTER
4. Click on our vendor registration link on our website, it will bring you to our online registration form. Please be prepared to fill out all required information or you will be unable to submit your registration.

**You will not be registered if you send a post-dated cheque.** We must be able to cash these cheques immediately to have you registered. A \$30.00 charge for NSF cheques will be imposed.

**Food Vendors/Personal Service Vendors:** Please download a Calgary Health Services *Special Event Food Form or Personal Services Form* from our website. This form is required to accompany all registration forms. You will not be accepted to the festival if these forms have not been submitted to us via email, mail or fax.

## **Make all cheques payable to: "Kensington BRZ"**

Please mail any cheques/health forms to:

**Kensington Sun and Salsa  
301 10<sup>th</sup> Street NW  
Calgary, Alberta  
T2N 1V5**

**Payment is only accepted through the mail or by paypal. The office is not open for drop offs.**

**The Sun & Salsa fax line is 1-866-451-5721 (toll free)**

Please email all questions to [sunandsalsa@gmail.com](mailto:sunandsalsa@gmail.com) – We do not have a vendor telephone line.

Upon acceptance to the festival you will receive a letter via email.

Please allow 5-10 business days to process your applications once submitted.

