



Dia De Los Muertos Festival

Downtown Santa Ana – 3rd and Sycamore St.

Saturday, October 26th, 2019

1 PM – 10 PM

www.vivalavidasantaana.com

General Merchandise Vendor Guidelines

Booth Fee: \$350

Time Line:	9:00 am – 11:00 am Load in time
	1:00 pm – 10:00 pm Event time
	10:00 pm – 11:00 pm Booth break down

Guidelines

- ❖ Space allotted per vendor – 10 X 10 foot area.
- ❖ Space and air to breathe is all we provide! Vendor responsible for tables/chairs/canopy as needed.
- ❖ Booth must be assembled by 11:00 am. No disassembly before 10:00 pm.
- ❖ General merchandise vendors are not allowed to sell food or beverage items.
- ❖ Booth spaces are pre-assigned. We will not be changing your space!
- ❖ Viva La Vida/Calacas, Kilson Street cannot be held responsible for any merchandise left or forgotten. Any unclaimed merchandise will become property of Viva La Vida/Calacas inc/Kilson Street.. By completing the vendor application, vendor agrees to hold harmless Viva La Vida, Calacas, City of Santa Ana, Kilson Street and sponsors for loss, theft or damage.
- ❖ Upon receipt of this completed form and payment, you will be notified of acceptance.
- ❖ Please help us in praying for good weather! Rain or shine, the event must go on. No refunds will be given due to inclement weather!
- ❖ **No drama allowed!** If there's drama, you won't be invited back!
- ❖ **Only those people listed on your original application will be allowed in to sell.** Do not take it upon yourself to invite other vendors that are not on our list. You will forfeit your space with no refund and we will ask you to leave the event.

Turn in Applications and fees by set Dates, Please mail to us:

- Payment for booth - **Please make check payable to "Viva La Vida Santa Ana"**
- Signed Guideline Form

Viva La Vida
c/o Calacas, Inc.
P.O. Box 2115
Santa Ana, CA 92707

For any questions, please call Rudy Cordova at 714.333.6161, or email: rudy@calacasinc.com

As a General Merchandise Vendor for Michelada y Mariachi Festival, I understand and will abide by the above guidelines.

ARTIST or BUSINESS NAME

SIGNATURE

Phone Number

E-Mail