



Chamber of Commerce
MOUNTAIN VIEW

2008 Art & Wine Update

Kids' Park Application Memo

March 14, 2008,

Dear Art and Wine Festival Kids' Park Applicants,

The Chamber of Commerce Mountain View will be presenting the 37th Annual Art & Wine Festival on Saturday, September 6th and Sunday, September 7th, 2008 in Downtown Mountain View. Our Kids' Park will be located in the Wells Fargo Parking Lot on Church and Castro Streets. We would like to invite you and or your organization to be a vital part of the 2008 Festival activities and access to over 200,000 festival attendees. Priority will be given to those groups who participated in last year's Festival but everyone is encouraged to apply and space is limited.

Your organization is responsible for providing all tables, chairs and other equipment as well as any promotional signs or materials distributed. Each participant will be assigned a 10 x 10 space. This is not an area to sell any goods or services. The activities you can sponsor are limited only to your imagination. The Kids' Park area hours are 10 a.m. to 6 p.m. on both Saturday and Sunday. **All groups must participate both days and the entire length of the festival.**

Please review the enclosed application and if you are interested in participating in the 37th Annual Chamber of Commerce Mountain View Art & Wine Festival, please submit to the **Chamber** office by **Friday, June 13th, 2008.**

Applicants will be accepted depending on space availability.

If you have any questions about Kids' Park or you need any assistance please contact me at 650.968.8378.

Best Regards,

Jacqui Marchessini
Director of Programs & Events



Chamber of Commerce
Mountain View
37th Annual Art & Wine Festival

Kids' Park Guidelines

- Each participating company or organization will provide an activity (ex: hands-on art & crafts project, interactive games), ride or product for children.
- **All children's activities must be offered both days of the Festival from 10:00 a.m. to 6:00 p.m.** The Chamber will provide various children's performances on the Kids' Park Stage within the hours of 11:00 a.m. to 4:30 p.m. to attract and entertain the Festival attendees.
- **A handcart or similar device will be needed to bring materials to the Kid's Park Area due to street closures**
- Additional signage (free standing or table drapes) is encouraged to bring attention to your activity (the Chamber will provide a large sign announcing the Kids' Park Area). The signage is to be kept within the assigned areas of each participant.
- A fee of no more than \$2.00 may be charged to cover any nominal expenses from your activity (with the exception of the for-profit companies that have been approved to participate in the Kids' Park Area).
- You are responsible for all equipment necessary to your activity (i.e. tables chairs, electricity, water, etc...) All equipment and supplies left in assigned area on Saturday night is done so at the risk and responsibility of each company or organization.
- Remember to Have Fun and Have a Great Weekend!

37th Annual
Chamber of Commerce
Mountain View
Art & Wine Festival
Kids' Park Application



Participation Fees:

Non-Profit Organizations - **Free** (May not charge more than \$2.00 per activity)

For Profit Organizations Charging for Activity - **\$425**

For Profit Organizations Not Charging for Activity - **\$225**

Organization or Group: _____

Proposed Activity: _____

Charge for Activity: Yes No If yes, how much? _____

Name & Address of Contact Person: _____

Phone Number: _____

Fax Number: _____

Please return application and payment (if applicable) to:

Attn: Jacqui Marchessini

Chamber of Commerce Mountain View

580 Castro Street

Mountain View, CA 94041

Deadline: Friday, June 13th, 2008

Festival Date: September 6th & 7th, 2008