



## 2010 Art & Wine Update

### Kids' Park Application Memo

May 20, 2010

Dear Art and Wine Festival Kids' Park Applicants,

The Chamber of Commerce Mountain View will be presenting the 38<sup>th</sup> Annual Art & Wine Festival on Saturday, September 11<sup>th</sup> and Sunday, September 12<sup>th</sup>, 2010 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 2010 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 38<sup>th</sup> Annual Chamber of Commerce Mountain View Art & Wine Festival, please submit to the **Chamber** office by **Monday, June 14th, 2010.**

**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,

David Stevens  
Director of Programs & Events

580 Castro Street Mountain View, CA 94041 tel 650-968-8378 fax 650-968-5668  
[www.chambermv.org](http://www.chambermv.org)

39<sup>th</sup> 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 - **\$400**

For Profit Organizations Not Charging for Activity - **\$200**

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: Kids Park

Chamber of Commerce Mountain View

580 Castro Street

Mountain View, CA 94041

**Deadline: Monday, June 14<sup>th</sup>, 2010**

**Festival Date: September 11<sup>th</sup> & 12<sup>th</sup>, 2010**



# 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 activities and or 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!

\_\_\_\_\_ Participants Initials