



You're invited to pour
in the Wine Tasting Room
at the 63rd Annual Artichoke Festival
June 10-11, 2023

Why is this the best event for wineries?

1. FREE table to each winery
2. You can SELL YOUR WINES
3. SIGN-UP CUSTOMERS to your WINE CLUB
4. GREAT LOCATION - Monterey County Fair & Event Center
5. Thousands of people attend the Festival
6. Large room with wine glasses, tables, chairs, tablecloths, dump buckets, ice, etc.
7. Event Sponsor, Total Wines & More will be on-site

PLUS, the Wine Tasting Room is for wineries only, no one under 21 permitted. Wineries will receive free advertisement on the Festival's web site. Volunteers from Santa Lucia Salinas Rotary Club help pour on both days. And there's only a small fee for a City of Monterey temporary business license—about \$30.

"I have done this event for 8 years and it is by far the best event of the year. I have sold as many as 28 cases of wine and many wine club sign ups in the two days. The festival staff is amazing to work with. Fun, friendly, and super helpful.

This event is limited to just a few wineries, and all who get a table are extremely lucky."

Bob Hoffman, Owner of Mountain Ranch Winery

Located at the Monterey County Fair & Event Center
2004 Fairgrounds Rd. | Monterey, CA 93940



63rd Annual Artichoke Festival

June 10 & 11, 2023

TASTING VENDOR APPLICATION

Name of Organization: * _____

Name of Contact Person: _____

Organization Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number: (____) _____ Cell Number: (____) _____

Fax Number: (____) _____ E-Mail: _____

ABC Sellers Permit #: _____ Website: _____

CA Resale License # _____ (must be valid and current – please provide copy)

ALL RESELL NUMBERS SHALL BE SUBMITTED TO THE CALIFORNIA DEPT OF TAX AND FEES ADMIN, AS REQUIRED BY LAW.

Festival will supply a six-foot table covered with fresh linens each day. Water and ice will be supplied by Festival and Tasting Room staff as well as tasting glasses, water pitchers and dump buckets. We suggest that each wine vendor donate at least two (2) bottles of their wine for inclusion in a prize raffle to be held each day of the event.

Each participant will receive 4 free entry tickets; you may purchase extras @ \$7.00 each.

Tickets: # of extra tickets _____ X \$7.00 EA. = **TOTAL AMT FOR ADDITIONAL TICKETS** \$ _____

Deposit: \$200 is required to hold a booth space for participating Tasting Vendors. \$ _____

Deposit to be refunded upon final reconciliation at end of Festival. If a credit card is used, we will only charge the deposit on the card in the case of no-show.

TOTAL AMOUNT DUE \$ _____

Cashier Check, Money Order, Credit Card or Business Check accepted

Send to: **Castroville Artichoke Festival, Inc., P.O. Box 1041, Castroville, CA 95012**

(Please make checks payable to: **Castroville Artichoke Festival, Inc.**, or provide Visa or MasterCard information below.)

Name as appears on card	Card Number
Expiration Date	Contact number
Billing Address	
Signature	

OFFICE USE ONLY

Date Received: ____/____/____ Additional Tickets _____ Deposit _____ Total Amount: \$ _____

ABC License # _____ Seller' License #: _____ City of Monterey Business License: _____ Initialed By: _____



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TASTING VENDOR APPLICATION

Please list all items you would like to sell and their approximate sales price. All items are subject to approval of the Artichoke Festival, AKA Castroville Artichoke Festival, Inc.

1.		\$	
2.		\$	
3.		\$	
4.		\$	
5.		\$	
6.		\$	

Tasting Room (King City Room)
Located at the Monterey County Fair & Event Center
2004 Fairgrounds Rd.
Monterey CA 93940

In order to participate you are required to pour your product for 6 hours Saturday and 5 hours on Sunday.

Saturday Festival Hours 10:00am-6:00pm
 Wine Tasting Hours 11:00am-5:00pm

Sunday Festival Hours 10:00am-5:00pm
 Wine Tasting Hours 11:00am-4:00pm

**The organization named above and its members or representatives agree to the attached statement of liability release and the concession procedures and policies.*
NO-SHOWS: You grant permission to CAFI to charge the deposit amount on the credit card you provided if you do not attend the event per dates and times as stated above.

 Participant's Signature

 Date



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Tasting Vendor Procedures and Policies

Application Deadline: Applications must be received no later than **May 31, 2023**

- 1. Participation Fees:** There is no fee to participate, however the Festival requires a \$200 refundable deposit to hold a table space at the event, and that you provide the wine that will be poured by your winery for the Festival to sell as tastes during your assigned shift time. Any wine donations for raffles or contests will qualify you as an in-kind sponsor. Deposits are to be refunded upon final reconciliation at end of Festival. If a credit card is used, you give CAFI permission to charge the deposit to your card in the case of no-show.
- 2. Vendor Entry Passes:** Vendors will receive four (4) entry passes per booth, per day. Additional discounted vendor passes good for both days, may be purchased at the cost of \$7.00 each.
- 3. Parking:** Space is extremely limited and Castroville Artichoke Festival, Inc. cannot guarantee that free parking spaces will be available to you. You are encouraged to arrive early on the days of the event in order to find free parking on Fairground Road. All other parking on the Fairgrounds during hours of operation will be for fee only. If you must enter grounds with, and wish to store a trailer or equipment hauler, please request a special entry/parking pass for this purpose from the Vendor Coordinator. A limited number of RV parking spaces may be available on the festival grounds, at the rate of \$70.00 per day. The RV parking fee covers arrival by no earlier than 1:00 p.m. on Friday June 9, 2023 and departure by no later than 6:00 p.m. on June 11, 2023. If you must arrive or depart before or after these times, prior written consent and approval must be obtained from the County of Monterey and payment in the amount of \$70.00 per additional day may be required or assessed by the County of Monterey at its sole discretion. For further information about RV space, please contact the Monterey County Fair & Event Center Administration Office at (831) 717-7167, or visit their website at www.montereycountyfair.com.
- 4. Booth supplies:** Festival will supply a six-foot table covered with fresh linens each day. Water and ice will be supplied by Festival and Tasting Room staff as well as tasting glasses, water pitchers and dump buckets.
- 5. Pours:** Vendors are asked to provide a 1-ounce portion of wine to attendees.
- 6. Safety Statement:** Each vendor is cautioned to exercise care in the operations of his/her booth. An air of professionalism will be expected at all times.
- 7. Hours of Operation:** Hours of festival operation shall be from 10:00 AM to 6:00 PM on June 10, 2023 and 10:00 AM to 5:00 PM on June 11, 2023. All vehicles must be unloaded and off the festival grounds no later than 9:00 AM each morning. Your table is required to be staffed at all times during your assigned shifts. The Wine Tasting Room will be open from **11:00 AM to 5:00 PM Saturday**, and **11:00 AM to 4:00 PM Sunday**.
- 8. Set-Up/ Tear-Down:** Vendors may set up their booths on Friday, June 9, 2023 between the hours of 1:00 PM and 5:00 PM or on June 10, 2023 between the hours of 8:00 AM and 9:00 AM. All vehicles must be off festival grounds by 9:00 AM on June 10, 2023. Vendors are required to attend both days of the 63rd Annual Artichoke Festival. All vendors shall dismantle their booths and clean space commencing at 5:00 PM Sunday, June 11, 2023. Nothing is to be left on festival grounds.
- 9. Garbage:** The booth area must be clean and free of litter during the festival and when vacating the booth on Sunday. Failure to comply may disqualify you from future festivals.

Castroville Artichoke Festival, Inc. | PO Box 1041, Castroville, CA 95012

Toll Free: (888) 808-7707 | Office Phone: (831) 633-2465 | web: ArtichokeFestival.org | Email: artifest@att.net
501(c)(3) Nonprofit | EIN 47-4305275



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Tasting Vendor Procedures and Policies

10. **Animals:** No animals, except for service animals, are allowed on grounds during festival hours of operation. **Pets or service animals will NOT be allowed inside Wine Tasting area.**
11. **Resale License and ABC Wine Authorization:** Vendors are required to have a California Reseller's License and Wine Authorization from ABC if selling wine by the bottle or case, (this form can be downloaded off the ABC website). This is available from the California Department of Tax and Fee Administration at 111 E. Navajo Drive - Suite 100, Salinas, CA 93901. Phone (831) 443-3000.
12. **Area of Sales:** Vendors may not conduct any sales outside the confines of their assigned booth. This pertains to the sale of bottles and cases. Tasting Room staff will assist wineries in the delivery of bottle and case sales to customers. ***NO ONE UNDER THE AGE OF 21 OR WHO IS NOT AFFILIATED WITH THE ARTICHOKE FESTIVAL WILL BE ALLOWED IN THE WINE TASTING ROOM.***
13. **Tasting Supplies:** Vendors should have enough supplies to last each day through closing. Previous year supplies should be increased by approximately 5 to 10 percent to allow for growth of the festival. Vendors who fail to take reasonable steps to fulfill this responsibility will receive reduced priority in applying as Tasting Vendors in the future.
14. **Violation of Policy:** The above policies will be strictly enforced. Castroville Artichoke Festival, Inc. reserves the right to dismiss any vendor who does not adhere to these policies. **THE ABOVE RULES ARE FOR YOUR PROTECTION AND FOR THE BENEFIT OF ALL PARTICIPANTS.**
15. **Workers Compensation Insurance:** Vendors are advised to carry Workers Compensation Insurance on any paid employees. This coverage is not provided by either Castroville Artichoke Festival, Inc. or Monterey County Fair & Event Center.
16. **City Business License:** All Vendors who will be selling bottles or cases are required to have a current License To Do Business through the City of Monterey. If Vendor does not already possess a current City of Monterey business license, Vendor must apply for and receive a temporary business license through the City of Monterey - Revenue Division. If Vendor does not possess a valid and current business license, Vendor will not be selected for inclusion in the 63rd Annual Artichoke Festival. **Vendors may apply online and pay for their temporary City Business License directly from the City of Monterey Revenue Office at: <http://cmbuslic.ci.monterey.ca.us/businessLicenseApplication/> The fee for this permit will be assessed by the City of Monterey Revenue Dept.** Castroville Artichoke Festival, Inc.'s inclusion of this link does not in any way imply or guarantee that the City of Monterey will issue the temporary business license applied for by Vendor.
17. **Policy Changes:** Castroville Artichoke Festival, Inc. also reserves the right to make changes in the above policy as necessary.
18. **Wi-Fi/Internet:** Wi-Fi/Internet: Although cellphone service is good, wi-fi bandwidth is very limited at the fairgrounds. Please inquire with your vendor coordinator at set-up time if wi-fi internet access is absolutely necessary.

Kathryn Parish
209-601-6677

Kathryn.parish@gmail.com

Linda Scherer
831-262-0072

schererl58@gmail.com

Bob Hoffman
209-747-7733

Mountainranchwine.com



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RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT

This Release and Waiver of Liability and Indemnity Agreement (“Agreement”) is entered into between _____ (“Vendor”)

(Vendor Business Name Here)

and Castroville Artichoke Festival, Inc. (“CAFI”).

In consideration for participation in the 63rd Annual Artichoke Festival, Vendor hereby agrees to the following:

1. Vendor releases and discharges Artichoke Festival, AKA Castroville Artichoke Festival, Inc. (CAFI); the Executive Committee, County of Monterey, Monterey County Fair & Events Center, RS Management, their Boards of Directors, officers, agents, volunteers, and employees from all liability for any and all loss and/or damage and any claims or demands therefore, on account of injury to any individual or property resulting from the Vendor’s participation in the 63rd Annual Artichoke Festival.
2. Vendor agrees to indemnify and hold CAFI harmless from any loss, liability, damages, or costs, including attorneys’ fees, arising out of Vendor’s participation in the 63rd Annual Artichoke Festival, whether caused by the negligence or willful act(s) of Vendor or any other person or persons.
3. Vendor hereby assumes full responsibility for all risk of bodily injury, death, or property damage relating to or arising out of Vendor’s participation in the 63rd Annual Artichoke Festival.
4. Vendor further expressly agrees that the foregoing Agreement is intended to be as broad and inclusive as permitted by the laws of the State of California. If any provision of this Agreement is held by a Court of competent jurisdiction to be invalid, void, or otherwise unenforceable, the remaining provisions shall continue in full force and effect without being impaired or invalidated in any way.
5. Effective as of the date shown below, approval for past use and permission for present and future use is hereby granted to Castroville Artichoke Festival, Inc. (and all persons acting under its permission and authority) to use a photo or other image of myself, of the likeness of the minor under my guardianship, or of exhibited works on public display for use in published or video works in any medium and for any lawful purpose in trade, exhibition, illustration, promotion, publicity, advertising and electronic publication. I understand that I have waived any right that I or my representative(s) may have to inspect or approve Castroville Artichoke Festival, Inc.’s use of the likeness or the advertising copy or printed matter that may be used in connection with the use and/or publication of the likeness.
6. Vendor has read and understands this Agreement and voluntarily signs this Agreement.

Dated: _____, Year _____

By: _____
(Print Name of Person Authorized to Sign on Behalf of Vendor)

(Signature of Person Authorized to Sign on Behalf of Vendor)