



Serving the LGBTQ community since 1994  
[boulderpride.org](http://boulderpride.org)

**7th Annual PrideFest Block Party**  
Pearl Street Mall and Boulder County Courthouse Lawn  
in beautiful Downtown Boulder  
**Saturday, September 11, 2010, 10am to 6pm**

Dear friends and supporters,

The Boulder PrideFest Block Party draws over **4,000 community members** to sample the offerings of the 75 local businesses and non-profits in its one day of celebration. This event, scheduled for Saturday, September 11, 2010, continues the nationwide commemoration of Stonewall's 41<sup>st</sup> Anniversary PrideFest, draws local lesbian, gay, bisexual, transgender and allied residents to the festival. These are loyal consumers, demonstrated to have a strong interest in supporting the businesses that support their community. PrideFest is produced by Boulder Pride, Boulder County's Community Center for the LGBT and Allied community.

Our event is broken into several interest areas, with events and vendors targeted to enhancing the overall experience of that area.

**Health and Wellness** Showcases a diverse array of health-related practitioners and organizations and the services they provide. The area addresses the physical, emotional, financial and spiritual health of the LGBTQA and Allied Community. Various free health screenings and testing will be done on site, and LGBTQA-friendly information will be offered to the community in a relaxed atmosphere. Activities will include events like yoga, tai chi, massage and much more.

**Teen Zone** A place for Boulder County LGBTQA teens to meet and socialize during the Block Party

**Family Area** For families with younger children. Crafts; activities; entertainment!

**Social Justice:** This area is for businesses and non-profits dedicated to creating lasting social change to further the cause of equality for all Boulder County residents. This area will include opportunities for learning and activities for understanding the experiences of different identity groups in Boulder County.

**Entertainment:** The Main Stage will highlight and feature all Colorado artists. Support your local artists.

**Food Court:** We have invited some of the best Boulder restaurants to participate, so food will be available for purchase.

Exhibitors will be able to pay the "Early Registration Rate" until July 14<sup>th</sup> online or via check or money order. This requires that payment, application and all supporting documents are received before 5pm on July 14<sup>th</sup>. We encourage you to complete your application early~ take advantage of our "Early Registration Rate." Space will be available on a first-come, first-served basis.

**ZERO WASTE:** In an effort to create an event with a reduced impact on the environment, we ask you to commit to a Zero Waste policy. We will provide compost and recycling bins, and will provide very few trash bins.

**INCLUSION:** As always, we strive to provide an inclusive and welcoming environment and expect all Exhibitors to provide friendly and welcoming service to all~ regardless of race, creed, color, ethnicity, national origin, gender identity and/or expression, sexual orientation, age, physical or mental ability, HIV/AIDS status, religion, marital status, military status, veteran status, citizenship or any other protected classification in accordance with state, federal and municipal laws.

Email will be the primary form of contact, so please ensure we have your correct email address. If you have any questions, please contact us. We look forward to celebrating with you in September!

Best,  
**Aicila Lewis**  
Executive Director  
[Pridefest@boulderpride.org](mailto:Pridefest@boulderpride.org)

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**Please do not mail this page with your application**

# **Exhibitor Application Information**

You're invited to participate in Boulder Pride's 7th annual Community Block Party on  
**Saturday, September 11, 2010 from 10:00 am – 6:00 pm (rain or shine)**  
Space is limited on the bustling Pearl Street Mall, so get your applications in early!

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## **2010 Fee Structure**

### **Priority deadline for application forms and fees paid in full by: Wednesday, July 14, 2010**

Fees (write two checks, payable to Boulder Pride):

- Exhibitor fees: Nonprofits: \$95.00 per each 10'x10' space  
All others: \$150.00 per each 10'x10' space
- Electricity (very few spaces, only on the bricks): \$35 per each 10'x10' space
- Damage deposit: \$50.00 per each 10'x10' space
- Request for premium booth placement: \$50 per each 10'x10' space.

### **For applications and payment in full, received: July 15 and August 19, 2010**

Fees (write two checks, payable to Boulder Pride):

- Exhibitor fee: Nonprofits: \$115.00 per each 10'x10' space  
All others: \$175.00 per each 10'x10' space
- Electricity (very few spaces, only on the bricks): \$35 per each 10'x10' space
- Damage deposit: \$50.00 per each 10'x10' space
- Request for specific booth placement: \$50 per each 10'x10' space.

### **For applications and payment in full received: August 20 and September 3, 2010**

Fees (write two checks, payable to Boulder Pride):

- Exhibitor fee: Nonprofits: \$140.00 per each 10' x 10' space  
All others: \$195.00 per each 10' x 10' space
- Electricity (very few spaces, only on the bricks): \$35 per each 10'x10' space
- Damage deposit: \$50.00 per each 10' x 10' space
- Request for specific booth placement: \$50 per each 10'x10' space.

**We strongly recommend that you complete your application and make your payment in full as early as possible. Applications will not be accepted after September 3, 2010.**

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**Please do not mail this page with your application**

**Block Party Exhibitor Application/Agreement**

This is an application and agreement to participate in Boulder Pride's 7th annual PrideFest Block Party, held on September 11, 2010, and scheduled to occur between the hours of 10 am and 6 pm. Please complete, initial where noted, and sign. All pages and all fields are required.

FOR OFFICE USE ONLY	
Date	_____
Deposit Received	_____
Fee Received	_____
Check #	_____
Amount	_____

This agreement is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2010, by and between Boulder Pride ("BP"), a Colorado not-for-profit corporation and "Exhibitor" \_\_\_\_\_  
(This is the name that will appear on booth and in promotional materials).

Exhibitor's permanent address: \_\_\_\_\_  
City, State, Postal Code \_\_\_\_\_

Exhibitor's mailing address (if different from above) \_\_\_\_\_  
City, State, Postal Code \_\_\_\_\_

**Exhibitor's phone number:** \_\_\_\_\_  
Exhibitor's cell phone number: \_\_\_\_\_  
\*used on the day of event only as necessary.

**Exhibitor's e-mail address:** \_\_\_\_\_  
(e-mail will be the primary method of communication, so please ensure that BP has the correct contact information for the person responsible for this event)

Alternate e-mail address: \_\_\_\_\_

Exhibitor's (Tax ID number)/(Tax Exempt ID number)\*\* (circle one): \_\_\_\_\_

**Please include a copy of your most recent Sales Tax License or Tax-Exempt Certificate.**

**\*\*applications received without this will not be considered complete and may be subject to additional fees should Boulder Pride receive it after the priority deadline.**

Are you a gay owned or gay related business? \_\_\_\_\_ Yes \_\_\_\_\_ No

Did you participate in last year's PrideFest Block Party? \_\_\_\_\_ Yes \_\_\_\_\_ No

If so, would you like the same booth assignment?\* \_\_\_\_\_ Yes \_\_\_\_\_ No

\*Note- there is an additional fee for specific booth placement "On the Bricks" and we cannot always accommodate these requests

Which area would you prefer to be in? (Check One)

- Health and Wellness       Teen Zone       Family Area
- Social Justice       Entertainment       Food Court

Will you make retail or service sales transactions at your booth? \_\_\_\_\_ Yes \_\_\_\_\_ No

---If yes, please attach an addendum which includes a complete list of items sold and the retail price for all goods/services offered during your participation at this event.

---If No, please describe the purpose of your participation: \_\_\_\_\_

## Additional Information

### **Sales Tax:**

Boulder City Sales tax is 8.16% and you can apply for your license

([http://www.bouldercolorado.gov/files/Finance/Sales\\_Tax/forms/COB\\_Sales\\_Tax\\_Appl.pdf](http://www.bouldercolorado.gov/files/Finance/Sales_Tax/forms/COB_Sales_Tax_Appl.pdf))

Any exhibitor selling items is responsible for the collection and submission of sales tax to the State of Colorado and the City and County of Boulder. You must submit your tax identification number or tax exempt number AND a copy of your Tax ID No. or Tax-exempt status with your application.

**The City of Boulder does not issue temporary sales tax permits for any event, therefore you must have the appropriate sale-tax license and comply with all local, state and federal laws.**

### **Space and Booths:**

1. The Block Party will be located on the Pearl Street Mall in between Broadway and 14<sup>th</sup> Streets, and in front of the Boulder County Courthouse, in downtown Boulder, Colorado on Saturday, September 11, 2010, from 10am to 6pm. **Exhibit spaces will be 10' x 10'**. Spaces may be shared by organizations or individuals. If more than one Exhibitor will utilize the booth assigned, **each** organization or individual exhibiting must sign this Agreement upon initial application. Exhibitors may purchase more than one space. BP will assign Exhibitor locations prior to September 11, 2010, and e-mail the primary contact a map with all of the necessary details and reminders about the event.
  - a. Space rental fee is outlined on page 2 of this Agreement. Exhibitor agrees to pay the fees according to the deadlines outline therein.
  - b. BP will provide space on the bricks or in front of the Courthouse to those Exhibitors who have paid in full, based on the order of application and fees receipt. Should booth space sell out, Boulder Pride will return all fees to applicants unable to exhibit.
  - c. Each Exhibitor will provide its own booth and supplies necessary to operate within the booth space (tables, chairs, signs, etc.) Tents must be fireproof and materials must be secured to withstand the elements. The use of stakes is strictly prohibited in any booth placement; **please plan to use sand bags to secure your booth**
  - d. If the person completing this application will not be present, Exhibitor must provide the name and cell-phone number/s of each of the representatives who will be present for set-up and break-down. Exhibitor agrees to provide all necessary instructions.
  - e. Exhibitor, and only said Exhibitor, shall sell only the items and/or services at the listed retail price (including all local, state and federal taxes) included as an addendum by Exhibitor, and submitted with this application. Exhibitor shall sell the identified items at the specified price or less, unless otherwise authorized by BP.
  - f. Exhibitors are required to remove all waste and recycling, **disposing of all waste materials off the mall**. Exhibitor agrees to "pack out" all materials brought in and/or utilized by Exhibitor or representative, including any exhibit materials. Please help BP ensure this event is as close to "Zero Waste" as possible. (see section on **Break-down** for more details).

Initial \_\_\_\_\_

Boulder Pride: P.O. Box 1018, Boulder, CO, 80306  
Tel: (303) 499-5777 • Fax: (303) 380-6206 • [pridefest@boulderpride.org](mailto:pridefest@boulderpride.org)

- g. Space rental fees are outlined on page 2 of this Agreement. Exhibitor agrees to pay the fees according to the deadlines outline therein. Online or payment via check may be utilized. If paying by check, please mail two separate checks- one for the booth fees and a second one for Exhibitor's Refundable damage deposit (payment options are at the end of this agreement).
  - h. Exhibitor shall not store outside the booth space for any supplies, equipment or inventory. Exhibit space which extends beyond the 10' x 10' space assigned shall be charged an additional \$50 per square foot.
  - i. Electricity shall be approved and purchased with booth fees.
2. **Set up:** Exhibitor agrees to begin setting up at 8:15 am and complete set up by 9:45 am on Saturday, September 11, 2010.
- a. Exhibitor agrees to the City of Boulder regulation regarding cars on the Pearl Street Mall, which allows cars on the mall **only** for set-up and breakdown. Exhibitor or representative may park only in the fire lanes (herringbone pattern on the brick) for set up and breakdown and must remove any vehicles by the specified time (9:45am).
3. **Break down:** Exhibitor agrees to begin break down begins at 6pm and must be complete by 7pm. Please plan accordingly. (You will be able to bring your car onto the mall.)
- a. Exhibitor is responsible for leaving the designated space as found. At the sole discretion of BP, failure to do so will result in forfeiture of the damage deposit. Exhibitors who are not completely off the mall by 7pm will be subject to loss of their damage deposit and additional fees.
  - b. Exhibitor agrees to the City of Boulder regulation regarding cars on the Pearl Street Mall, which allows cars on the mall **only** for set-up and breakdown. Exhibitor may park only in the fire lanes (herringbone pattern on the brick) for set up and breakdown and must remove any vehicles by the specified time (7pm).
  - c. **Exhibitor agrees to "pack out" all related waste and recycling**, leaving the space as they found it or be subject to loss of their damage deposit. There will be recycling and compost receptacles and very limited trash receptacles *available for attendees*. Exhibitor agrees to maintain a commitment to ensuring this event that is as close to Zero Waste as possible, and ensure that they or their representatives abide by this.

Initial \_\_\_\_\_

**Rules:**

1. **LEGAL:** Exhibitors must comply with all local, state, and federal laws. This Agreement shall be governed by the laws and the taxation, health, sanitation, and fire regulations of the City and County of Boulder and the State of Colorado.
2. **SALES:** Exhibitors who intend to sell items must provide a description of all items to be sold. \*\*please attach a complete list, including the retail price for all goods/services offered during your participation at this event. **No raffles are permitted.**
3. **TAX:** All Exhibitors are responsible for the collection and payment of sales tax as required by law, to the State of Colorado, the City and County of Boulder.
4. **FOOD & BEVERAGE:** Exhibitors **may not** sell, distribute or disseminate any food or beverages (alcoholic or non-alcoholic, including water) unless otherwise agreed to in writing by Boulder Pride. The City of Boulder and Boulder County have regulations which govern this event, therefore BP must approve any items to be distributed even free of charge *in writing in advance*. Please contact PrideFest staff to request written approval if you plan to disseminate any free items.
5. **GRASS:** Exhibitor must not drive on the grass or use stakes to secure tent/s. Stakes are strictly prohibited to secure tent/s or in use of display.
6. **CONDUCT:** Exhibitors may not smoke or consume alcoholic beverages within any assigned event space. Behavior unsuitable for the event or which constitutes a public nuisance will not be permitted. Exhibitors will not engage in loud, live or recorded music during the event. BP in its sole discretion will determine whether an act is unsuitable.
7. **DISPLAYS:** BP reserves the right at its sole discretion to determine whether any display or act is unsuitable for the spirit of the Block Party.
8. **DOGS:** The City and County of Boulder Regulations state **that dogs are not permitted** on the Pearl Street Mall. Please leave all pets at home.
9. **CANVASSING:** Exhibitor agrees that canvassing will only be performed within the Exhibitor's designated booth. Canvassing outside Exhibitor's booth/s, including on the Pearl Street Mall, is not permissible during this event. Exhibitor shall be liable for immediate booth closure and removal from the event. All fees will be forfeited by Exhibitor.
10. **SECURITY/LIABILITY:** Exhibitor is responsible for the security of its own property and equipment at all times. Exhibitor waives any claims of liability against BP for the loss, theft, or damage to any of Exhibitor's property at the Block Party or during set-up or break-down. Exhibitor shall indemnify and hold BP, Block Party staff, contractors and volunteers harmless from any claim or cause of action arising out of or in connection with the acts of omissions of Exhibitor under this Agreement, and shall reimburse BP for any costs, including but not limited to, reasonable attorney's fees incurred in the defense against any such claims.
11. **CANCELLATIONS/INCOMPLETE APPLICATIONS:** Exhibitor Cancellation received after September 3, 2010, or those applications which remain incomplete of required documents, will result in forfeiture of all fees.
12. **REQUIRED DOCUMENTATION:** Exhibitor agrees that, in the event that this Agreement is terminated as a result of Exhibitor's failure to provide any required documentation, Exhibitor shall not be entitled to any refund but shall forfeit all amounts previously paid. Your application is considered complete and will be processed once completed application and payment of all fees and deposits are received by Boulder Pride.
13. **DISPUTE RESOLUTION:** In the event of a dispute arising in any manner as a result of, or in any way related to this Agreement, the parties hereto agree to submit the same to mediation and /or arbitration as a prerequisite to legal action. In the event arbitration or legal action is commenced, the prevailing party shall be awarded reasonable attorney fees and costs incurred as a result of said dispute.
14. **VIOLATIONS:** Exhibitor acknowledges that a breach of any of the terms of this agreement may result in the termination of this agreement and the preclusion of Exhibitor's participation in the event. In the event that this Agreement is terminated as a result of any breach by Exhibitor, all fees paid shall be forfeited.
15. Applications will be processed on a first-come, first-served basis.

Initial \_\_\_\_\_

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Tel: (303) 499-5777 • Fax: (303) 380-6206 • [pridefest@boulderpride.org](mailto:pridefest@boulderpride.org)

**Submit completed applications (pages 3-7) via email, fax or mail.  
Please ensure that this Agreement is submitted in its entirety,  
and include all supporting documents.**

**Please sign below to complete your application.**

\_\_\_\_\_  
Exhibitor Name, as it will appear on booth

\_\_\_\_\_  
Boulder Pride Name/Title

\_\_\_\_\_  
Print name/title of Primary Contact

\_\_\_\_\_  
Boulder Pride Signature

\_\_\_\_\_  
Exhibitor Signature

\_\_\_\_\_  
Date

**Mail application and payment to:**

Boulder Pride  
Attention: Vendor Manager  
P.O. Box 1018  
Boulder, CO 80306-1018

**Hand-deliver application and payment to:**

Boulder Pride  
Attention: Vendor Manager  
2132 14<sup>th</sup> Street  
Boulder, CO 80302

**Fax application to:** (303) 380-6206

**Email application to:** [vendor@boulderpride.org](mailto:vendor@boulderpride.org)

**FOR OFFICE USE ONLY**

Received Tax ID

Received Retail List of Items/Prices

Notes: \_\_\_\_\_

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\_\_\_\_\_