



Dear Entertainers:

Thank you for your interest in the **Santa Rosa Downtown Market**. **The 2011 Market Season will run for 17 weeks every Wednesday from May 11th to August 31st from 5:00-8:30 p.m.**

The Santa Rosa Downtown Market provides vendors, as well as market-goers, a wonderful event bringing the community together to enjoy a variety of food, arts & crafts, fresh produce, non-profit agencies, entertainment and activities.

The Market has drawn more than one million people to Downtown Santa Rosa over the past twenty-two summers, and will continue to attract thousands each night as we enter into our 23rd year. The Santa Rosa Downtown Market is a great place for you or your group to get additional exposure, sell your recordings, and enjoy a down-to-earth outside performance!

We are working hard to give performers exposure for entertaining the crowds at the Market.

Entertainers may get exposure by:

- A listing in one of the Market ads - *The Press Democrat* will produce and distribute the ad, highlighting the different entertainment acts.
- A mention on participating radio stations, public service announcements, if possible.

We allow entertainers to provide a tip receptacle and we will refer entertainers to other events.

Enclosed you will find a 2011 Application Form and Rules and Regulations for Entertainers. Please be sure to read the 2011 Santa Rosa Downtown Market Rules and Regulations (available on our website). **Applications and a \$12.00 non-refundable administration fee are due by Friday, March 11**. Please return your Application Form by March 11 with a tape or CD of your recordings, a description of your group and a picture (for publicity purposes).

The Market's Entertainment Committee will jury the tapes and will be contacting approved entertainers throughout the entire run of the Market Season, as space is available.

If you have any questions, please call the Market office at 707-524-2123. We will be happy to answer any questions you may have.

Thank you for your time and interest! We look forward to receiving your application!

Our best,

Santa Rosa Downtown Market

**2011 Application for Entertainment Participation
Santa Rosa Downtown Market**

Return Application to:

Santa Rosa Downtown Market, PO Box 15140, Santa Rosa, CA 95402
www.srdowntownmarket.com or e-mail: market@sonic.net
Call 707-524-2123 for information or fax to 707-545-6914
(Please print or type)

Performing/Group Name _____

Full Legal Name(s) of Performer(s) _____

Contact Person _____

Responsible person who will be in attendance at Market _____ Phone _____

Mailing Address _____

City _____ State _____ Zip _____ E-mail address _____

Day phone _____ Evening phone _____ Fax Number _____

All performers working in the Kid's Area must give their California Drivers License or ID # _____

Have you performed at the Market before? Yes _____ No _____ If yes, when? _____

Do you plan to charge a fee to Market customers? Yes _____ No _____ If so, how much? _____

Entertainers who charge customers pay a vendor fee of \$58 per week.

Please name two professional references and their phone #'s: 1. _____

2. _____

Proposed performance date(s) 1) _____ 2) _____ 3) _____

What, if any, equipment will you use (staging, props, amplification, etc.) _____

What instruments will you use? _____

Style of music you perform (**circle one**) JAZZ COUNTRY ROCK LITE ROCK R&B REGGAE

Other: _____

Would you be interested in participating **without** amplification? Yes _____ No _____

How much space do you need to perform? (example 10 x 10) _____ #of people in the performance group? _____

Electricity is: Absolutely required _____ Helpful, but not necessary _____ not needed _____

Electricity will be used for _____

Entertainers may sell copies of their own recordings, pursuant to the Entertainment Rules and Regulations.

Please sign the 2nd page of this application before sending it in...

2011 Application for Entertainment Participation--Page 2

Santa Rosa Downtown Market

ENTERTAINMENT RULES AND REGULATIONS

1. Entertainment will be approved as the Santa Rosa Downtown Market ("Market") deems appropriate.
2. Space is limited. Early application is recommended.
3. The Entertainment Selection Committee places priority on providing a variety of wholesome, quality, family-oriented entertainment. Special consideration will be given to entertainment that would be especially attractive to children.
4. **Amplified music, excessively loud music, and hard rock and roll are discouraged.**
Audition tapes and references are required before applications are accepted.
5. The Santa Rosa Downtown Market will assign a location to each entertainer that best suits the needs of the Market. Spaces vary in size & accessibility to electricity. It is important to indicate on the application all requirements needed.
6. Approved Entertainers are responsible for providing:
 - A. Their own equipment, electricity, tables, chairs, etc. - and people to set-up/take down.
 - B. The name of the responsible person who will be in attendance at the Market.
 - C. The name of the responsible person who will be operating any sound equipment.
7. Performance presented must be the performance described on the application or amendments thereto. Variations must have prior approval of the Santa Rosa Downtown Market.
8. Performances determined not to meet the goal of a family-oriented event will be stopped. Non-compliance will result in immediate sanctions, including but not limited to revocation of permit & possible permanent exclusion from the Market.
9. **Sound volume must be kept within the limits established by the Market. Different levels may be appropriate at different times and places. Market staff will work with Entertainers to reach an appropriate sound level. Non-compliance with requests to lower volume may result in immediate sanctions, including but not limited to revocation of permit and possible permanent exclusion from the Santa Rosa Downtown Market.**
10. Approved entertainers must check in with the Information Booth by 4:45 p.m. the night of their performance or their space may be given to others waiting to perform.
11. All entertainment must be operating from 5:00 p.m. to 8:30 p.m. unless approval is requested in writing prior to the night of appearance. It is expected that Entertainment will operate in 45-60 minute sets throughout the evening, with 5 to 10 minute breaks, unless there is prior agreement with Market Management.
12. **Entertainers may not actively solicit money.**
13. Entertainers who do not charge a fee for their service may sell their own recordings without paying a vendor fee.
Entertainers who charge the public for their services will pay \$58 per week.
14. Broadcast media participating at the Market with promotions/presentations/broadcast of music shall be regulated by this section.
15. **IMPORTANT:** Please show up on time. If you are 15 minutes late, your space may be given to another entertainer.

AGREEMENT

The undersigned agrees that he/she has read and understood the 2011 Rules and Regulations of the Santa Rosa Downtown Market and will be able to comply with all of the rules and regulations described. The undersigned understands non-compliance may, at the discretion of the Market; result in removal of the activity from the boundaries of the Market. The undersigned further certifies that he/she is authorized to 1) execute this application on behalf of the group and 2) accept legal process on behalf of the group.

Applicant agrees to defend, hold harmless, and indemnify the City of Santa Rosa, its officers and employees, the Santa Rosa Downtown Market, its officers and directors, and the Santa Rosa Chamber of Commerce, its officers and its employees from and against any and all claims for damages and any or all loss, provided such claim, liability or loss arises in whole or in part by any act or omission of applicant or that of any employee or agent of applicant, and so applicant agrees, irrespective of whether such claim, damages or loss also arose from or were caused by a negligent omission on the part of the City of Santa Rosa, the Santa Rosa Downtown Market, the Santa Rosa Chamber of Commerce or any of its officers or employees. Applicant has read the Santa Rosa Downtown Market's Rules and Regulations regarding the Purpose, Goals and Structure; General Policies and Operating Procedures for All Participants; Participation & Application; Hours of Market Operation; Regulatory Agencies; Equipment and Services; Fees for 2011 Market Season, and the Section herein regarding applicant's specific area of participation and applicant agrees to conform to the regulations contained therein.

Upon approval of this application by the Santa Rosa Downtown Market I agree to provide:

All necessary equipment, electrical power, staging, props, tables, chairs, etc., and people to set up/take down

Date _____ Signature _____