



PARTNER REGISTRATION GUIDELINES

FESTIVAL DESCRIPTION

Cupertino's Annual Earth Day & Arbor Day Festival is an interactive community event that invites community members of all ages to learn about environmental issues and solutions in a family-friendly, interactive atmosphere. Consistently attracting over 7,000 attendees and about 100 partner organizations, the Earth Day & Arbor Day Festival features hands-on activities, live entertainment, and delicious food served by local food trucks.

The Earth Day & Arbor Day Festival is attended by community members of a diverse, and highly educated demographic. Because of the festival's location, many attendees are a result of foot-traffic from the extremely popular Cupertino Library. Many of the attendees are families, especially those with young children, and teenage or young adult students. Some vendors have found it helpful at past events to have some materials available in Chinese or other applicable languages for attendees who speak English as their second language.

CRITERIA FOR TABLING PARTNERS

The organizations and businesses that table at Cupertino's Earth Day & Arbor Day Festival share information, host activities, and sell products and services that inspire environmental protection and stewardship. Tabling partners that register for the event must deliver messaging and activities that are consistent with Cupertino's Earth Day & Arbor Day mission and goals:

Mission Statement

Cupertino's Annual Earth Day & Arbor Day Festival strives to engage and mobilize the community to action, cultivating awareness of the environmental problems that face Cupertino and inspiring active and innovative solutions to ensure our City is sustainable, healthy, and resilient for generations to come.

Festival Goals

- 1) Create a positive space through which to learn and engage about environmental problems and solutions.
- 2) Encourage collaboration between residents, businesses, non-profits and schools.
- 3) Promote the use of sustainably-sourced products and services.

TABLING PARTNER CLASSIFICATIONS

Organizations and businesses can register as the following types of festival tabling partners:



| Type | Description | Cost |
|------------|---|---------|
| Non-profit | A non-profit 501c3 organization or not-for profit community group or government agency. | \$10.00 |
| Business* | A for-profit business advertising their services or products (NO SALES). | \$30.00 |
| Vendor | A for-profit business selling services or products. Includes REQUIRED Special Event Business License Fee. | \$50.00 |

*Certified Green Businesses that participated in [GreenBiz Cupertino](http://GreenBizCupertino.org) can register for FREE! Email sustainability@cupertino.org for your PROMO code.

PARTNER RULES AND REGULATIONS

Applies to all participants. This is not an inclusive list, additional rules may be included in partner packet sent out to all registered organizations up to a week before the event.

1. Festival is held rain or shine. REGISTRATION FEES ARE NON-REFUNDABLE. Refunds will be granted upon request for booth registration cancellations if received prior to March 24th.
2. The City of Cupertino reserves the right to determine whether any company, organization, or product is eligible for inclusion in the Festival. This determination may be made at any time before or after registration. A full refund will be issued if registration is not accepted.
3. Vendors/partners are screened for their commitment to sustainable business practices or products. Only exhibitors with an established sustainability or sustainably –forested product, service, or brand are permitted at the event, to City of Cupertino’s discretion.
4. Unless otherwise requested in the registration form, a standard partner booth consists of a 10x10 space with:
 - a. One 6’ x 30” table and two chairs
 - b. Canopies or umbrellas are NOT provided. Please bring your own canopy. All canopies/ tents must be secured.
 - c. Electricity Access will NOT be provided to abate safety concerns.
5. The City does NOT provide insurance for event participants. Tabling partners, all vendors, and entertainers are responsible for carrying their own coverage.



6. All Festival participants must sign a Hold Harmless and Waiver and Release agreeing to hold harmless the City, its officers, officials, employees, and volunteers from and against and claims, loss, liability, demands, damage and expense to the extent arising from this year's Cupertino Earth Day and Arbor Day Festival offered by the City of Cupertino.
7. Vendors and partners are expected to conduct themselves in a professional manner and keep the following in mind:
 - a. Each vendor is responsible for his/her booth and all items in it.
 - b. Registration is between 9:30am-10:30am. Booths must be ready to open by 11:00am.
 - c. No plastic bags may be given out with purchase.
 - d. Vendors and partners must recycle and compost applicable waste from their booths.
8. Comply with rules & regulations of the City of Cupertino - including parking.

REGISTRATION INSTRUCTIONS

To register, visit 2017CupertinoEarthDayPartners.eventbrite.ca. Partner registration is open Monday, January 9th - Friday, March 24th.

| Event | Date and Time |
|--|---|
| Partner registration opens | 8:00am on Monday, January 9 th , 2017 |
| Logos due to laurend@cupertino.org for inclusion on flyer. <i>Please send jpg, png, or tiff files only, no pdfs.</i> | 5:00pm on Friday, February 3 rd , 2017 |
| Partner registration closes | 5:00pm on Friday, March 24 th , 2017 |
| Detailed event instructions and partner guide sent out to all registered partners. <i>Includes information on parking and set-up.</i> | By Thursday, April 13 th , 2017* <i>*May be sent earlier.</i> |
| Earth & Arbor Day Festival – event date! | 11:00am-3:00pm on Saturday, April 22 nd , 2017* <i>*Set-up will occur earlier. Look out for event instructions mentioned above for details.</i> |