PARTNER REGISTRATION GUIDELINES

FESTIVAL DESCRIPTION

Cupertino's Annual Earth Day & Arbor Day Festival is an interactive event that invites community members of all ages to learn about environmental issues and solutions in a family-friendly atmosphere. Consistently attracting over 5,000 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.	$10.45
For-profit business or vendor	A for-profit business or vendor advertising or selling services or products. * Business partners that sell goods at the festival must have a Cupertino business license.	$69.32

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. All partners will be required to comply with local health regulations which may include wearing a mask at the event or being fully vaccinated.
2. Refunds will be granted upon request for booth registration cancellations if received prior to March 23. REGISTRATION FEES ARE NON-REFUNDABLE AFTER MARCH 23. Festival is held rain or shine.
   a. If the event is cancelled due to emergency, all partners will receive a full refund.

3. 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. Organizations / businesses that are generally not eligible for participation include those whose primary objectives, products, or services consist of the following:
    a. Organizations in direct competition with City services or products.
    b. Partnerships which create a conflict of interest or the appearance of a conflict of interest.
    c. Products that are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, or sexually explicit materials.
4. 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.
5. 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 due to safety concerns.
6. The City does NOT provide insurance for event participants. Tabling partners, all vendors, and entertainers are responsible for carrying their own coverage.
7. 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.
8. 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.

9. Comply with rules & regulations of the City of Cupertino - including parking.

REGISTRATION INSTRUCTIONS

To register, visit https://cupeartinoearthday2022.eventbrite.com. Partner registration is open **Tuesday, January 18 to Sunday, March 13**.

Event	Date and Time
Partner registration opens	Tuesday, January 18, 2022
Partner registration closes	11:59 p.m. on Sunday, March 13, 2022
Detailed event instructions and partner guide sent out to all registered partners. *Includes information on parking and set-up.*	By Monday, April 18, 2022* *May be sent earlier.*
Earth & Arbor Day Festival – event date!	11:00 a.m. to 3:00 p.m. on Saturday, April 23, 2022* *Set-up will occur earlier. Look out for event instructions mentioned above for details.*