



San Leandro Cherry Festival 2019

Join us on **Saturday, June 1, 2019**, from 11:00 to 6:00pm in Downtown San Leandro for our highly anticipated, annual Cherry Festival!

The Cherry Festival is a long-standing community tradition celebrating our past, present and future. The first festival was held on June 5, 1909, when cherry production was so great that San Leandro was dubbed as “The Cherry City.” Many things have changed over the years, but one thing that remains the same is the strong sense of identity and pride the Cherry Festival brings to the San Leandro community.

Upwards of 40,000 people attend the Cherry Festival to partake in cherry-themed food, a beer garden, live entertainment, a Farmers Market with an abundance of cherries, handmade artisan goods, a special Kids Zone with rides and games, community resources and City resources.

We hope you can join us! With your participation, the Cherry Festival will be a spectacular event!

Sincerely,

Cherry Festival Team

City of San Leandro, Recreation and Human Services Department
835 East 14th Street, San Leandro, CA 94577
Phone: (510) 577-3462 | Fax: (510) 577-3471 | cherryfestival@sanleandro.org

ENTERTAINMENT APPLICATION 2019

San Leandro Cherry Festival

Saturday, June 1, 2019 – 11:00am to 6:00pm

Downtown San Leandro – West Estudillo Ave



Entertainers are invited to perform on our Cherry Blossom Stage. Please submit a demo tape/CD and a group picture. Cherry Festival Staff will be responsible for the placement of all entertainment based on the type of groups performing. Festival will be held, rain, wind or shine. Please prepare for all weather conditions.

Applications for performers will be evaluated on the following criteria:

1. Quality of performance per demo tape/CD.
2. Duplication.
3. Returning performer in good standing with the City.
4. San Leandro based
5. Date that the completed entry is received

Performer acceptance decisions are at the sole discretion of the City. The Festival reserves the right to admit duplicate businesses or extend exclusivity based on Festival size and needs.

Application Deadline: Friday, March 29, 2019

Application Procedure:

You may also apply via mail or in person at Recreation and Human Services Dept.,
Attn: Cherry Festival, 15301 Wicks Blvd, San Leandro, CA 94579.

Complete and submit an application by the deadline, Friday, March 29, 2019. Be sure to enclose all required supporting documents as outlined in the application.

Enclose all fees as specified in the application. Checks, money orders, or cashier's checks should be made payable to **City of San Leandro**.

A week after the application deadline, applicants will be notified of acceptance to the festival via email.

By mid-May, all accepted applicants will receive more detailed information regarding access times, booth set up, parking passes, security, and more via email.

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Name of Business/Organization/Group: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Business Phone: (____) _____ Cell Phone: (____) _____

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

Have you participated in a past Cherry Festival? _____ No _____ Yes

Are you a non-profit organization? _____ No _____ Yes - If yes, Tax ID # _____

Performance Duration (please check one)	<input checked="" type="checkbox"/>
15 to 30 minutes of performance	<input type="checkbox"/>
30 to 45 minutes of performance	<input type="checkbox"/>
45 to 60 minutes of performance	<input type="checkbox"/>
<i>Would also like to perform in the parade*</i>	<input type="checkbox"/>

*If you would like to perform in the **Cherry Festival Parade (10:00-11:00)**, you will need to complete the separate parade application. If you check the box above, we will contact you via email.

Submitting this application does not guarantee acceptance to perform.

Please complete ALL PAGES of this application

PERFORMER RULES AND REGULATIONS

(Please initial each box)

	The San Leandro Cherry Festival is a rain or shine event! There will be no refunds due to inclement weather.
	Submitting this application does not guarantee acceptance to perform on the Cherry Blossom Stage.
	To participate in the parade (10:00 – 11:00), a separate application is required. You will be contacted via email.
	Performers, their staff, employees, and agents must comply with all vendor policies, fire codes, laws, ordinances, and regulations pertinent to health, fire prevention and public safety. Failure to comply may result in expulsion from the event without a refund.
	A limited number of performers in any category will be accepted to the Festival. Decisions are at the sole discretion of the City and based on, but not limited to: The best interest of the festival, history, and date of paperwork received.
	Cherry Festival Staff will be responsible for the placement of all Cherry Blossom Stage Entertainment based on the type of groups performing.
	Walking the grounds to sell merchandise or hand out fliers is strictly prohibited.
	Vendor must obtain written permission from the City prior to using the City of San Leandro’s logo or any logo from the City of San Leandro website in connection with their business.

PERFORMER ATTACHMENTS

- Demo Tape/CD**
- Picture of Group**

I, _____ have read both the application and information sheet and agree to comply with all the rules and regulations of the Cherry Festival. I understand that submitting this application does not guarantee acceptance to perform on the Cherry Blossom Stage or in the parade. I acknowledge that the City of San Leandro takes photographs or other recordings of its activities and events for publicity and authorize the use of my image by the City. I declare that I am authorized to provide the information given herein, and that, to the best of my knowledge and belief, it is true and accurate. I have read and understand the above agreement. I further understand that it is binding upon myself and my organization, party/parties which I represent.

Signature: _____

Date: _____

Please complete **ALL PAGES** of this application

For Office Use Only			
Date Received: _____	Initials: _____	Amount: \$_____	<input type="checkbox"/> Check # _____ <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard
Insurance? <input type="checkbox"/> Yes <input type="checkbox"/> No	Cleaning Deposit? <input type="checkbox"/> Yes <input type="checkbox"/> No	Completed application & payment? <input type="checkbox"/> Yes <input type="checkbox"/> No	

