



January 11, 2010

Dear Non Profit Organization,

It is time for the annual Cherry Blossom Festival in San Francisco's Japantown. This is our 43rd year of celebrating traditional and contemporary Asian culture. Many of you are past participants and already know that the Cherry Blossom Festival is Japantown's biggest event of the year. Among the festivities are food booths, live music, demonstrations of traditional Japanese arts, exhibits, documentary films, performances, a Queen program and culminated by the Grand Parade. What is also an integral part of the Festival are the local non-profit organizations. We are interested in making the public more aware of your cause. With this goal in mind, we are extending an invitation for your organization to participate to distribute information.

The Cherry Blossom Festival will be held on the weekends of **April 10, 11, and 17, 18, 2010**. This year's Grand Parade will be held on the second weekend of the festival on Sunday, April 18, 2010.

Booths available for your use will be located on Post St., between Laguna Street and Webster Street, **for three days only, April 10, 11, and 17, 2010, from 11am to 6pm**. Booth spaces will be 10 ft. X 10 ft. We will be able to provide your organization with tables and chairs upon advance request over both weekends, however, there is a nominal charge for helping us cover our costs in putting together this event. If you would like to use these services, we highly recommend that you reserve tables and chairs in advance. Otherwise, there is no guarantee that they will be available to you on the day of the event (refer to the following application form). Please do not leave any small items in your booth overnight. This year there will be a **\$40.00 per day registration fee that includes 1 table and 1 chair** fee for non-profit organizations. Rental fees for additional tables and chairs are provided on attached application form.

However, if you plan to raise funds in addition to distributing information by selling merchandise, an additional booth fee will be assessed according to the amount of days you participate. You will also be required to obtain a California seller's permit from the CA State Board of Equalization. The S.F. office is located at 50 Fremont Street, Suite 1400, S.F., CA, 94105-2234, (415) 396-9800.

In addition, we are requiring an Insurance Certificate from all participating organizations. Insurance certificates should name Sakura Matsuri dba Northern California Cherry Blossom Festival, 1759 Sutter Street, San Francisco, CA 94115, as Additional Insured. By signing the enclosed application, you will indemnify Sakura Matsuri, Inc., Cherry Blossom Festival and its volunteers and staff of any and all liability.

We must receive your application by **March 26, 2010** in order to assure your organization a space at the Cherry Blossom Festival. All booth space is on a first come, first served basis. We would look forward to seeing you at this year's event. If you have any questions, please don't hesitate to call us at (415) 563-2313 or email us at festival@nccbf.org.

Cordially,

Tina M. Alcantara
Non-Profit Booths Co-Chair
43rd Annual Cherry Blossom Festival

IF YOU PLAN TO RAISE FUNDS BY SELLING MERCHANDISE, AN ADDITIONAL BOOTH FEE WILL BE ASSESSED AND YOU WILL BE REQUIRED TO OBTAIN A CALIFORNIA SELLER'S PERMIT. YOU MUST INCLUDE A COPY OF PERMIT WITH THIS APPLICATION.

1. April 10 -- \$40.00 2. April 10, 11, -- \$80.00 3. April 10, 11, & 17 -- \$120.00

Insurance certificates must read, as follows:

ADDITIONAL INSURED

Sakura Matsuri, Inc.
dba Northern California Cherry Blossom Festival
Its officers, staff and volunteers
1759 Sutter Street
San Francisco, CA 94115

TOTAL AMOUNT SUBMITTED: \$ _____

FULL PAYMENT OF THE OPTION SELECTED IS DUE WITH APPLICATION. ORGANIZATIONS SHALL RECEIVE A LETTER CONFIRMING YOUR ACCEPTANCE OF APPLICATION, BOOTH ASSIGNMENT AND INSTRUCTIONS FOR LOADING AND UNLOADING TWO WEEKS PRIOR TO EVENT. NO REFUNDS. FESTIVAL WILL REMAIN OPEN RAIN OR SHINE.

DUE TO LIMITED AVAILABILITY OF SPACE, APPLICATIONS SHALL BE CONSIDERED ON A FIRST COME, FIRST SERVED BASIS.

APPLICATION DEADLINE: MARCH 26, 2010

By signing on this application, you are indemnifying Sakura Matsuri, Inc. and the Northern California Cherry Blossom Festival, its officers, staff and volunteers of any and all liability during this event.

Signed by: _____ Print Name _____

Please make all checks payable to: No. Cal. Cherry Blossom Festival.

Send applications and payments to: Northern California Cherry Blossom Festival
Non-Profit Information Booth
1759 Sutter St.
San Francisco, CA 94115

APPLICATION DEADLINE: MARCH 26, 2010