



January 1, 2010

Dear Artisan:

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. This year we are hoping to expand the arts and crafts venue to accommodate the increasing number of interested participants.

The Cherry Blossom Festival will be on the weekends of April 10, 11, 17, & 18, 2010. **This year's Grand Parade will be held on the second weekend of the festival on Sunday April 18, 2010. The Arts and Crafts portion will be located in Buchanan Mall, and on Post St., between Laguna St. and Buchanan St.,** from 11 am to 6 pm on all four days with the exception of the second Sunday in which space will be limited due to the Grand Parade. **Therefore, we highly recommend that you submit your application as soon as possible. Booth spaces will not be reserved without payment. All booth spaces are first come first served.**

Booth spaces shall not exceed 10 ft. X 10 ft. All artisans should keep merchandise and display within the 10 ft. X 10 ft. space. This booth space limit will be **strictly enforced** in order to maintain a uniform and fair event for all vendors. If artist displays exceed the allotted space, the NCCBF Arts & Crafts committee reserves the right to remove the participating booth from the festival grounds without refund. **Booth requests will be considered, BUT NOT GUARANTEED.** We will have table, chair and tent rental available on both weekends. Please reserve them in advance to assure that you will be provided enough tables and chairs the days of the festival (refer to the enclosed application form). Please do not leave any small items in your booth overnight. The Cherry Blossom Festival is not responsible for any items lost, stolen or damaged. There will be security provided overnight for large items like tables, chairs, display cases, booths, etc.

The theme of the Cherry Blossom Festival's Arts and Crafts Fair is "Asian/Asian American Culture." We would like to show case the theme by encouraging participation by artisans whose creative work reflects Asian/Asian American cultures. **Please note: ALL WORK MUST BE HANDCRAFTED BY THE VENDOR/ARTIST!!** Items may be subject to questioning at any time. **Only applicants who meet the above qualifications will be considered.**

Please review the enclosed application carefully. We have made some changes, which include a event cancellation policy.

In addition, we are asking the vendors to please consider donating an item to the Northern California Cherry Blossom Festival raffle. Through this gesture, your artwork will be recognized and advertised to the thousands of raffle participants.

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2010 Northern California Cherry Blossom Festival
Arts & Crafts Application Letter*

If you are planning to apply, we **require** that you submit a photograph of the artwork you plan to display and sell. This will allow us to visualize your product and decide whether it satisfies the guidelines as stated above. Artwork or products that are not listed on the application shall be prohibited from being sold or displayed. Also, please send us proof of insurance and a California seller's permit. The CA State Board of Equalization requires that all artisans selling tangible items at the Cherry Blossom Festival to have a seller's permit. You may apply for a temporary or permanent California seller's permit through 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 order to expedite the application process, please send a self-addressed, stamped envelope for us to return your photographs along with information for this year's Arts and Crafts Fair. Insurance certificates should name Sakura Matsuri dba Northern California Cherry Blossom Festival, 1759 Sutter Street, San Francisco, CA 94115, as Additional Insured to receive discount pricing. 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 and fee by **March 10th, 2010** in order for your application to be considered. If your application is submitted after the deadline, an additional \$50 late fee will apply. If you have any questions, please do not hesitate to call us at (415) 310-9193 or email nccbf.artcraft@gmail.com

Cordially,

Jennifer Kiyomi Tanaka
Arts & Crafts Co-Chairperson
43nd Annual Cherry Blossom Festival

Eric Shingo Tanaka
Arts & Crafts Co-Chairperson
43nd Annual Cherry Blossom Festival

Tables, chairs, and tents are available for rental. Please order in advance. The prices will be doubled on the days of the festival.

1 Table --\$15/ day 1 Chair--\$5/day 1 Tent--\$150/day (Canopy only) with 3 sides walls \$200/day

_____ Tables x 15.00 x _____ day \$ _____

_____ Chairs x 5.00 x _____ day \$ _____

_____ Tents x 150.00 x _____ day \$ _____

_____ Tents w/three walls x 200.00 x _____ day \$ _____

Option A (\$400), B (\$450), C (\$600), D (\$800) (please indicate \$ amount) \$ _____

If you have your own vendor insurance policy, then
Option A is 325, B is \$400, C is \$550, D is \$750 \$ _____

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. CANCELLATIONS WITHIN 15 DAYS OF FESTIVAL SHALL RESULT IN A \$200 CANCELLATION FEE. CANCELLATIONS WILL NOT BE ACCEPTED WITHIN 14 DAYS OF THE FIRST DAY OF FESTIVAL AND SHALL FORFEIT ENTIRE BOOTH FEE. VENDORS SHALL RECEIVE A LETTER CONFIRMING YOUR ACCEPTANCE OF APPLICATION, BOOTH ASSIGNMENT, FURTHER DETAILS AND INSTRUCTIONS FOR LOADING AND UNLOADING TWO WEEKS PRIOR TO EVENT.

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

*****You will receive a confirmation from the NCCBF Arts & Crafts committee by March 21 if accepted****

Please make all checks payable to: Northern California Cherry Blossom Festival
Send applications & checks to: Northern California Cherry Blossom Festival
Attn: Kiyomi Tanaka
1759 Sutter Street
San Francisco, CA 94115

APPLICATION DEADLINE: March 10, 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 _____