

**Board of Directors**

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**Jennifer Seward - CEO**

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www.redwoodempirefair.com

**Redwood Empire Fair**  
**“Magic is Reel”**

TO: All commercial exhibitors and food concessionaires

FROM: Redwood Empire Fair

If you are interested in participating in the Redwood Empire Fair, July 31-August 3, 2025, please complete the enclosed application and return it to the 12<sup>th</sup> DAA, **along with appropriate fees, or call to make other arrangements.**

**\*\*If you have not been an exhibitor/concessionaire at the 12<sup>th</sup> DAA before, please attach informational literature, brochures, or descriptions of your product and/or a photograph of your set up booth. All items to be given away during the Fair must be given prior approval. \*\***

If your application is accepted, your payment will be processed, and a contract sent to you as soon as possible. If your application is not accepted, your payment will not be processed and/or your check for fees will be returned to you.

**Liability Insurance is required.** If you do not have your own insurance through private, business, or CFSA Master List, you may purchase it from this Fair. Cost of the insurance is \$195.00 per booth for food related concessions, \$150.00 per booth for non-food concessions/exhibits.

If you provide your own insurance, it must be for \$1,000,000 listing the 12<sup>th</sup> District Agricultural Association as additional insured, with the EXACT wording as follows: “That the State of California, the California Fair Services Authority, the District Agricultural Association, County Fair, the County in which the County Fair is located, Lessor/Sublessor if fair site is leased/subleased, Citrus Fruit Fair, California Exposition and State Fair, or Entities (public or non-profit) operating California designated agricultural fairs, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned.”

If you have any questions, please call Kevin Spears. Our theme for 2025 is “Magic is Reel.” I look forward to seeing you at the fair!

Sincerely,  
Jennifer Seward, CEO

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1055 North State Street

● Ukiah, California 95482



**FAIR DATES: July 31 - August 3, 2025**  
**Redwood Empire Fair "Magic is Reel"**

**APPLICATION MUST HAVE COMPLETE INFORMATION AND FULL PAYMENT TO BE CONSIDERED (partial payments rarely accepted & MUST have prior approval)**

Please complete, sign, and return it as soon as possible. This application is not a guarantee of space.  
We will contact you via email if your application is accepted.

**Email Address (MANDATORY):** \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Person signing contract: \_\_\_\_\_  
*Please print or type*

CA Seller's Permit # \_\_\_\_\_ CA Business license # \_\_\_\_\_

Product/s: \_\_\_\_\_

**TYPE AND SIZE: Indicate preference below - indoor commercial non-food building filled first. (WAITING LIST FOR OUTDOOR, NON-FOOD SPACES)**

<b>Indoor Commercial (Non-Food)</b>	<b>Outdoor Commercial (Non-Food)</b>	<b>Outdoor (Food)</b>
10'x10' ___ \$220.	10'x10' ___ \$220.	*10'x10' ___ \$220.
10'x20' ___ \$430.	10'x20' ___ \$430.	*10'x20' ___ \$430.
10'x30' ___ \$610.	10'x30' ___ \$610.	*10'x30' ___ \$610.

\*Price indicated guarantee deposit, or 25% of gross sales (less sales tax) whichever is greater.

\*Use of our kitchen or a permanent concession stand is an additional \$100.00 each.

The Exhibitor/Concessionaire agrees to abide by the rules and regulations stipulated in the actual Contract Agreement. **The Redwood Empire Fair reserves the right to refuse any application and may refuse to execute a contract without giving reason for same or to relocate an exhibitor/concessionaire at any time for the betterment of the Fair.**

Exhibitor understands that any fees or deposits paid are non-refundable unless a written cancellation is received by July 1 and approved by the Board of Directors of the 12<sup>th</sup> DAA. (All refunds subject to a 20% administration fee).

**Fees Due:** Space \$ \_\_\_\_\_ Passes, insurance, camping, equip (from order form): \$ \_\_\_\_\_  
Total Included: \$ \_\_\_\_\_

If paying by credit card, include credit card number, expiration date, security code, billing address (if other than address listed above). **Accepting MC, Visa and/or Discover Card**

CC # \_\_\_\_\_ Expiration date: \_\_\_\_\_ CRV Code \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_  
Signature (Must be signed)

**Include sketch of trailer on a separate sheet of paper.** Include measurements (footprint). Tongue removable? NO \_\_\_ YES \_\_\_

ORDER FORM  
For  
REDWOOD EMPIRE FAIR  
July 31 - August 3, 2025

**Redwood Empire Fair "Magic is Reel"**

To: All August Fair Concessionaires and Exhibitors

From: Redwood Empire Fair

One **free** event parking pass and eight (8) 1 day admission passes are provided **per contract**.

Should you need additional admission passes, or parking passes, for your booth workers only, they need to be purchased, **in advance**, at a discounted rate. Camping is also available, on a first-come, first-served basis. **(Please indicate your order below. FORWARD PAYMENT, along with your contract). NO** passes or camping may be purchased without a contract.

Number of 1-Day admission passes @ \$7.00 each \_\_\_\_\_ = \$ \_\_\_\_\_

Parking (Duration of August Fair) passes  
Number of vehicles \_\_\_\_\_ @ \$15.00 each \_\_\_\_\_ = \$ \_\_\_\_\_

Camping:  
Number of spaces/vehicles \_\_\_\_\_ @ \$40.00/day each = \$ \_\_\_\_\_  
Additional camping days \_\_\_\_\_ x \$40.00 per space = \$ \_\_\_\_\_  
Indicate dates: \_\_\_\_\_

Equipment (None provided unless rented)  
\*Tables \_\_\_\_\_ @ \$10.00 each = \$ \_\_\_\_\_  
\*Chairs \_\_\_\_\_ @ \$1.00 each = \$ \_\_\_\_\_

Fair Liability Insurance (if purchased through us)  
Food @ \$195.00 = \$ \_\_\_\_\_  
Non-Food @ \$150.00 = \$ \_\_\_\_\_

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

**Don't forget to include the total from this form with application page totals.**

**NOTE: IT IS IMPORTANT THAT THIS FORM BE COMPLETED AND RETURNED WITH APPLICATION AS SOON AS POSSIBLE.**

Vendor Name: \_\_\_\_\_