



El Cajon Community Development Corporation's 2010



Vendor Opportunities

*Sponsorships also available

Wednesdays, June 30 – September 29, October 27, and December 8

5:00 – 8:00 pm

Main Street

Downtown El Cajon

Event Statistics

Cajon Classic Cruise is the largest weekly classic car show in Southern California

Average Yearly Attendance: 92,515 (2004-2009)

Average Weekly Attendance: 3,828 (2009)

Total Automobiles in Attendance: 5,846 (2009)

Total Motorcycles in Attendance: 1,807 (2009)

Vendor spaces are available at \$150 for four consecutive weeks or \$50 for one night. Rights, rules, and regulations must be read and signed and fees must be paid in full before set-up.

Non-profit spaces are available FREE for one week and at a 20% discount for each additional night. National Night Out on August 4th is complimentary for any non-profit organization.

For more information regarding vendor and/or sponsor opportunities please contact Kathryn Courter, Promotion and Events Manager, at (619) 401-8858 or Kathryn@downtownelcajon.com.



Community Development Corporation

Another great event of El Cajon CDC

131 East Main Street, Suite 201 Ph: (619) 401-8858

El Cajon, CA 92020 Fx: (619) 401-8870

www.downtownelcajon.com

Vendor Process and Policies

Pricing

- General Vendor Rates: \$150 for 4 consecutive weeks or \$50 for one night
- District Business Rate: \$100 for 4 consecutive weeks
Note: Businesses on Main Street, and its surrounding streets, may set up directly in front of their store or property free of charge. If a spot on a sidewalk pop-out is desired, vendor fees will apply (\$100 for 4 weeks).
- Non-profit Rate: FREE for one week during season, 20% discount off general vendor rates for each additional night
Note: National Night Out on August 4th is complimentary for all non-profits.
- In-kind donations may be allowed in lieu of vendor fees (negotiation and approval required)
Example: \$100 worth of products, certificates, etc., and \$50 cash (total value of donation must be equal to the vendor fee)

Payment

- Check (made payable to: El Cajon CDC), credit card (Visa, MasterCard, American Express, Discover), or cash (do not mail cash)
- All paperwork and payment must be received by the El Cajon CDC prior to booth set-up

Sellers Permit

- El Cajon CDC must have a copy of your sellers permit on file prior to vending if you will be selling any product

Business License

- A valid El Cajon business license is required if products will be sold or promotion of a business will take place. Annual and temporary business licenses may be acquired from the City of El Cajon, located at 200 East Main Street, 5th floor. El Cajon CDC must have a copy of this license on file prior to vending. (Please contact the El Cajon CDC for temporary license option.)

Booth Set-Up

- Vendors must arrive by 4:00 pm on their scheduled day for a car show start time of 5:00 pm. You must have representation at your booth throughout the entire show; ending at 8:00 pm. Booths may not be left unattended at any time. Please inform the El Cajon CDC in advance if you will not be able to make your scheduled appearance. Good communication is the key to a good show!

General Information

- Any Vendors selling drug, alcohol, or weapons related items are not allowed at the Cajon Classic Cruise.
- On the day of your vending, you will be directed where to park by the Cajon Classic Cruise Show Director. Main Street is reserved for classic cars participating in the show.



Community Development Corporation

Vendor Application

Call Kathryn Courter, Promotion and Events Manager, at (619) 401-8858 for more information. Please submit this application by faxing to (619) 401-8870 or mailing/dropping off to 131 East Main Street, El Cajon, CA 92020, ATTN: CCC Vendor.

Contact Information

Name: _____ Company Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Work Phone: (____) _____ Cell: (____) _____ Fax: (____) _____
Email: _____ Website: _____

Vending Specifics

Please check the appropriate vendor classification:

- Commercial Handmade Arts and Crafts Non-profit Fundraising
 Non-profit information only Other _____

Please describe the products you will be selling:

Space/size required:

_____ ' x _____ ' (standard size provided 10' x 10' – additional fee may apply for larger space)

Additional needs/considerations:

Months/days you would like to vend:

- June July August September

Please indicate specific dates if you would like less than a full month: _____

El Cajon Business License Number: _____ (Inquire if you do not have an El Cajon Business License)

Seller's Permit Number (if applicable): _____

San Diego County Health Permit (required for all food vendors): _____

* Permit copies must be submitted with application

Payment Information

- Pay online at www.downtownelcajon.com
 I would like to pay by check (make payable to: El Cajon CDC)
 I would like to pay by cash (must pay in person)
 I would like to pay by credit card
 Visa MasterCard American Express Discover

Name on card: _____ Total billed to card: \$ _____

Card number: _____ Three digit security code (on back of card): _____

Billing Address: _____

Signature X: _____

* Your payment will not be processed until you have been approved for vending. You will be contacted should there be any problem.

Return completed form by mail to 131 East Main Street, El Cajon, CA 92020; fax to (619) 401-8870; by email to Kathryn@downtownelcajon.com.

For Office Use Only:

Received: ____/____/____ Approved booth size: _____ Space number: _____ Received rules & regs: ____/____/____

Received participation waiver: ____/____/____ Additional services to be provided: _____