



Dear Business Owner,

You are invited to participate in Rancho Family Fest 2021, hosted by the RSM Chamber of Commerce, with cooperation of the City of Rancho Santa Margarita and SAMLARC. This year Rancho Family Fest will be held at the Central Park of RSM on October 9th from 12:00-10:00 pm & October 10<sup>th</sup> from 12:00-8:00 pm. This event has been so successful in years past, and with some minor changes this year we are expecting more community involvement and excitement than ever before!

Our goal with Rancho Family Fest is to create an environment that brings our community together and provide activities everyone of any age can enjoy. This will include, non-stop live entertainment, food/restaurant vendors, retail and business booths, a beer and wine garden and a Kids Fun Zone.

Opportunities to participate in Rancho Family Fest are now available. As a sponsor, your business will receive a tremendous amount of exposure by being a part of Rancho Family Fest. Not only will members of our community have direct access to you at the event, your business will also be featured in print ads, social media posts, electronic media both locally and regionally as well as being featured on the RSM Chamber of Commerce website. Furthermore, this is a great opportunity for you and your business to market your services to the community!

There are multiple levels of sponsorship which are outlined in detail in the following pages. We invite you to be a part of this event and meet your community. If you have any further questions, please contact Josh Bastian at 949 632 5657 or [josh@drymaster.com](mailto:josh@drymaster.com).

Sincerely,  
Curt Stanley  
President RSM Chamber of Commerce

## **Detailed Event Information**

### **EVERY SPONSOR WILL BE PROVIDED**

- One (1) 10'x10' booth space with a fire-safe canopy
- One (1) 6' tables
- Two (2) chairs
- Basic Lighting in Booth
- Basic electricity. (Electricity needs must be communicated on the vendor application including amp amounts).
- Informational meeting where you will receive your tickets and entry packets.

**\*\*\*If you have your own business tent you would like to use please know it will need to be dropped off no later than 2 pm on Friday October 9th.\*\*\*\***

## **SPONSORS**

### **TITLE SPONSOR \$15,000**

#### **Promotion Provided**

- Title Sponsorship exclusive recognition on all materials
- Preferred placement of booth at Rancho Family Fest
- Listing as Sponsor on all advertisements, banners and announcements
- Business recognition during announcement periods
- Recognition on Social Media
- Company logo and announcement on RSM Chamber of Commerce website
- 5 minute speaking time about your business each day
- Recognition on all press releases, pre and post event
- Listing on all event signage including the LED Media Wall

#### **Event Privileges:**

- Complimentary entry; 30 individual entries (2-day tickets) to Rancho Family Fest
- 100 Complimentary tickets to be used for food, beer or wine
- Entrance for 5 to the VIP tent
- Back stage passes to meet the headliner band Tijuana Dogs

### **KID ZONE SPONSOR \$8,000 (taken by SAMLARC)**

#### **Promotion Provided:**

- Preferred placement of booth at Rancho Family Fest
- Listing as a sponsor on all advertisements, banners and announcements
- Business recognition during announcement periods
- Recognition on Social Media
- Exclusive listing as Kids Fun Zone Sponsor at Rancho Family Fest
- Company logo and announcement on RSM Chamber of Commerce website
- 3 minutes of speaking time about your business each day
- Recognition on all press releases, pre and post event
- Listing on all event signage including the LED Media Wall

#### **Event Privileges:**

- Complimentary entry; 20 individual entries (2-day tickets) to Rancho Family Fest
- 50 complimentary tickets to be used for food, beer or wine
- Entrance for 5 to the VIP tent

### **ENTERTAINMENT SPONSOR \$5,000**

#### **Promotion Provided:**

- Preferred placement of booth at Rancho Family Fest
- Listing as a sponsor on all advertisements, banners and announcements

- Business recognition during announcement periods
- Recognition on all Social Media
- Company logo and announcement on RSM Chamber of Commerce website
- Listing on all event signage including the LED Media Wall

**Event Privileges:**

- Complimentary entry; 15 individual entries (2-day tickets) to Rancho Family Fest
- 40 complimentary tickets to be used for food, beer or wine
- Entrance for 5 to the VIP tent

**COMMUNITY EVENT SPONSOR \$2,500**

**Promotion Provided:**

- Preferred placement of booth at Rancho Family Fest
- Listing as a sponsor on all advertisements, banners, and announcements
- Business recognition during announcement periods
- Recognition on all Social Media
- Company logo and announcement on RSM Chamber of Commerce website
- Listing on all event signage including the LED Media Wall

**Event Privileges:**

- Complimentary entry; 10 individual entries (2-day tickets) to Rancho Family Fest
- 30 complimentary tickets to be used for food, beer or wine
- Entrance for 3 to the VIP tent

**FRIENDS OF RANCHO FAMILY FEST SPONSOR \$1,000**

**Promotion Provided:**

- Listing as a sponsor on all advertisements, banners and announcements
- Business recognition during announcement periods
- Recognition on all Social Media
- Company logo and announcement on RSM Chamber of Commerce website
- Listing on all event signage including the LED Media Wall

**Event Privileges:**

- Complimentary entry; 5 individual entries (2-day tickets) to Rancho Family Fest
- 20 complimentary tickets to be used for food, beer or wine
- Entrance for 2 to the VIP tent

Checks can be made payable to the RSM Chamber of Commerce, or you may fill out the Credit Card information on the Fees & Payment page.

**You can mail your application to:**

**RSM Chamber of Commerce  
22232 El Paseo  
Rancho Santa Margarita, CA 92688  
Attention: Rancho Family Fest**

## Rancho Family Fest 2021 Sponsor Application

|   |                  |
|---|------------------|
| <b>Applicant Name:</b>  | <b>Title:</b>    |
| <b>Email:</b>   | <b>Phone:</b>    |
| <b>Company/Business Name:</b>   |                  |
| <b>Product:</b> (please identify and list all product(s) or services you will be promoting)     |                  |
| <b>Handouts:</b> (please list all giveaways- if any)  |                  |
| <b>Contact Mailing Address:</b>   |                  |
| <b>City:</b>  | <b>Zip Code:</b> |
| <b>Company Website:</b>   |                  |
| <b>Will you be using:</b>   |                  |
| <b>Please list any other items using electricity and voltage amount?</b>                        |                  |
| <b>If using electricity, you must bring your own grounded 100ft length of extension cord(s)</b> |                  |

|  |            |             |  |
|--|------------|-------------|--|
| Company: _____   |            | Name: _____ |  |
| I am a current RSM Chamber of Commerce Member <b>YES</b> _____ <b>NO</b> _____   |            |             |  |
| Please circle which one applies: Check VISA MC AMEX  |            |             |  |
| _____  |            | _____       |  |
| Credit Card #  | EXP Date   | CVC Code    |  |
| Billing Address of Credit Card with Zip Code   |            |             |  |
| I hereby authorize a payment of \$ _____ to the RSM Chamber of Commerce, and agree to the terms and conditions listed in the attached Agreement to Terms/Fees & Payment Form |            |             |  |
| _____  |            | _____       |  |
| Signature  | Print Name | Date        |  |

## Agreement to Terms / Fees & Payment Form

### The RSM Chamber of Commerce is to Provide

- Varies as stated above for each level of Sponsor

### Sponsor to Provide

- Completed Sponsor Application (4 pages); Please make checks payable to the RSM Chamber of Commerce.
- Completed CDTFA Form 410-D Special Event Certification; Form W-9 and Certificate of Liability listing RSM Chamber of Commerce as the holder of the certificate.
- Please email a .jpeg logo to be used on all media/print to ranchofamilyfestinfo@gmail.com
- Display any promotional marketing materials you wish

### Additional Requirements for Event

\_\_\_\_\_ Title Sponsor (initials) \$15,000

\_\_\_\_\_ Kid Zone Sponsor (initials) \$8,000

\_\_\_\_\_ Entertainment Sponsor (initials) \$5,000

\_\_\_\_\_ Community Event Sponsor (initials) \$2,500

\_\_\_\_\_ Friends of Rancho Family Fest Sponsor (initials) \$1,000

### CANCELLATION POLICY AND IMPORTANT INFORMATION

Sponsorship fees are nonrefundable and must be paid in full 30 days prior to the event. If sponsor has not timely paid in full, sponsors will be denied access to the Event. RSM Chamber of Commerce does not make any claims or guarantees on attendance numbers or band line-ups. Sponsor understands and agrees by sponsoring, the sponsor is supporting the local business community in Rancho Santa Margarita and surrounding areas.

The RSM Chamber of Commerce retains the right to change the date, time, venue and type of event included in a Rancho Family Fest sponsorship. The RSM Chamber of Commerce shall be relieved of its obligations under the sponsorship agreement of holding the event and any of its material obligations under the sponsorship agreement if holding the event is impossible, illegal or substantially or materially interfered with any due cause beyond the reasonable control of the RSM Chamber of Commerce or SAMLARC including without limitation any of the following: Act of God, Governmental Act, War, Fire, Strike, Flood, Civil Commotion, Armed hostilities, Act of Terrorism, blockade, accidents, supply breakdown, regulatory intervention, general advice or recommendations from a government agency or dependency or department, or the venue becomes unavailable or unfit for occupancy and or use. The RSM Chamber of Commerce shall be under no obligation to refund all or part of the sponsorship fees paid by the Sponsor in respect of its participation in Rancho Family Fest other than to provide a credit to the Sponsor to rollover the sponsorship to a future Rancho Family Fest or other RSM Chamber of Commerce event. The Event Organizer shall be under no liability to the Sponsor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential damages, lost revenues or similar speculative damages), costs or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof.

\_\_\_\_\_ (initials) I acknowledge and agree to the foregoing Cancellation Policy and Important Information

FOR OFFICE USE ONLY: PAYMENT METHOD: \_\_\_\_\_ CASH \_\_\_\_\_ CHECK \_\_\_\_\_ CREDIT

DATE RECEIVED/CHARGED \_\_\_\_\_ PAYMENT AMOUNT \_\_\_\_\_

## Release and Waiver

### RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT

In consideration of accepting this opportunity, I hereby release, and agree to defend, indemnify, and hold harmless, the RSM Chamber of Commerce, the City of Rancho Santa Margarita, the Rancho Santa Margarita Landscape and Recreation Corporation (SAMLARC), First Service Residential, and their directors, officers, agents and/or employees (the "Releasees/Indemnitees") from and against any and all claims, damages, or losses, arising or resulting from my participation in this event, however caused, regardless of any negligence of the Releasees/Indemnitees, including but not limited to bodily injury, property damage or any other injury or loss to myself, my employees, or third parties. By this agreement it is my intention to relieve the Releasees/Indemnitees of any duty to me and/or to others for whom I have the capacity to contract, without limitation, and to assume the entire risk of damage, injury or death which might occur as a result of my participation in this event, and I agree to defend and indemnify the Releasees/Indemnitees against all such risks. I understand that this is a contract between me and/or my business and the Releasees/Indemnitees. I give permission to the RSM Chamber of Commerce to photograph me or my employees participating in this program for use in future RSM Chamber of Commerce publicity and understand that I will not receive compensation for such use.

\_\_\_\_\_ (initials) I agree to provide the RSM Chamber of Commerce as Certificate of Liability Insurance listing the RSM Chamber of Commerce as the certificate holder and provide that documentation to the RSM Chamber of Commerce 2 weeks prior to the event date.

If you need special accommodations for any activities, please contact the RSM Chamber of Commerce.

Thank you.

**I CERTIFY THAT I HAVE READ AND UNDERSTAND THIS RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT AS IT APPLIES TO ME AND ANY MEMBERS OF MY ORGANIZATION.**

Signature of \_\_\_\_\_  
Contact: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_  
(If on behalf of a business, must be owner or authorized agent)

Business Name: \_\_\_\_\_

**SWAP MEETS, FLEA MARKETS, OR SPECIAL EVENTS CERTIFICATION**

CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

People who sell merchandise in California are generally required to hold a seller's permit.

You **may not** sell at this event unless you have a seller's permit or are not required to hold a permit. You are required to have a permit if you are selling, even temporarily, new or handcrafted items or used items you purchased for the purpose of reselling to others. You are not required to hold a permit if you are only making "occasional" sales, selling products that are not taxable when sold at retail, or selling on behalf of a section 6015 retailer.

You may electronically register for a seller's permit at no cost to you by visiting our website at [www.cdtfa.ca.gov](http://www.cdtfa.ca.gov). To find a California Department of Tax and Fee Administration (CDTFA) office near you, call our Customer Service Center at 1-800-400-7115 (TTY:711) or visit our website. If you obtain a temporary seller's permit, the business address on your temporary permit should be the address of the temporary selling location and the mailing address should be your permanent place of business or residence.

**Occasional and Nontaxable Sales**—Occasional sellers are usually people who are not required to hold a seller's permit because they will not be making a series of qualifying sales. A person who has cleared their garage of used items *accumulated for their own use* and who sells *only* those items would usually qualify as an occasional seller, provided they make sales no more than twice in a 12-month period. Some sellers who make only nontaxable sales are also not required to hold seller's permits. Examples include sellers of fresh produce or other cold food products sold "to go." Please note, however, some food sales are taxable, including sales of food for consumption in places where admission is charged.

**Section 6015 Retailers**—Revenue and Taxation Code section 6015 relieves certain individuals of the requirement to obtain a seller's permit when: (1) the product supplier is a CDTFA approved section 6015 retailer, (2) the product supplier reports and pays tax on the actual "retail selling price," (3) the individual is selling only those items purchased from the section 6015 retailer, and (4) the individual provides the name of the product supplier. Typical section 6015 retailers include multi-level marketing retailers that solicit sales through a network of individual salespeople/representatives (for example, Avon, Tupperware).

**Verification of a seller's status is required by law. Please complete all four sections of this form. Please print.**

**1. EVENT INFORMATION**

EVENT NAME AND PLACE

EVENT DATE(S)

TABLE/BOOTH/LOCATION ID NUMBER

**2. VENDOR/EXHIBITOR INFORMATION**

OWNER'S NAME

MAILING ADDRESS (*street number or P.O. box*)

(*city, state and ZIP code*)

TELEPHONE NUMBER  
(       )

DRIVER LICENSE NUMBER OR STATE ID NUMBER AND STATE

TYPE OF BUSINESS, DESCRIPTION OF ITEMS TO BE SOLD/DISPLAYED

**3. STATUS**—*Check appropriate boxes, and provide requested information*

- I hold a valid seller's permit. My number is: **S** \_\_\_\_\_
- No sales of tangible personal property are being made or solicited at this event.
- I am not required to hold a seller's permit because:
  - My retail product sales are not subject to tax       My sales are exempt occasional sales
  - I sell on behalf of a section 6015 retailer \_\_\_\_\_

**4. CERTIFICATION**—*Partners/additional sellers, complete a separate copy of this form*

*The above statements are certified to be correct to the best knowledge and belief of the undersigned.*

NAME (*type or print*)

TITLE

SIGNATURE

DATE



# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

**2** Business name/disregarded entity name, if different from above

**3** Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC     C Corporation     S Corporation     Partnership     Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ \_\_\_\_\_

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ \_\_\_\_\_

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

*(Applies to accounts maintained outside the U.S.)*

**5** Address (number, street, and apt. or suite no.) See instructions.      Requester's name and address (optional)

**6** City, state, and ZIP code

**7** List account number(s) here (optional)

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

|                                       |  |  |   |   |  |  |   |  |  |
|---------------------------------------|--|--|---|---|--|--|---|--|--|
| <b>Social security number</b>         |  |  |   |   |  |  |   |  |  |
|                                       |  |  |   | - |  |  | - |  |  |
| <b>or</b>                             |  |  |   |   |  |  |   |  |  |
| <b>Employer identification number</b> |  |  |   |   |  |  |   |  |  |
|                                       |  |  | - |   |  |  |   |  |  |

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

|                  |                            |        |
|------------------|----------------------------|--------|
| <b>Sign Here</b> | Signature of U.S. person ▶ | Date ▶ |
|------------------|----------------------------|--------|

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*