



## 2014 Participation Information

On Saturday, December 13 from 12pm to 4pm in Occidental Mall & Occidental Park in Pioneer Square, the Alliance for Pioneer Square will produce the third annual FREE *Pioneer Square Howlidays* event. The event will be a great opportunity to get your business in front of approximately 1,000 pet-lovers (and up to an additional 1,000 in walk-by exposure) from the Seattle area during the holiday gift-buying season!

### Entertainment & Activities—Rain or Shine

- Dog costume contest with local celebrity judges
- For Pets & People Holiday Market including rescue organizations
- Dog agility course and demos
- Holiday snack & refreshment vending
- Live music from The Tallboys
- ...and more!



### Sponsorship Information

*For food/beverage vendors and for pet service providers/other businesses to promote themselves*

- \$500 for onsite privileges with a 10' x 10' space
- \$500 for logo inclusion on website, event poster, signage, print advertising, etc.
- Or \$850 for both onsite and logo inclusion
- All sponsors will be included in media and social media outreach

### For Pets & People Holiday Market Stall Information

*For producers of gifts—both pet- and people-centric—to vend and rescue organizations to promote themselves*

- 6' table space under large tent
- \$25 administrative fee for producers of gifts (fee is waived if business has a brick-and-mortar location in Pioneer Square)
- \$10 administrative fee for dog rescue organizations
- Space is limited to 20 participants, 2 stalls have additional room for a dog pen and are reserved for rescue organizations

**Deadline to sign-up: October 31, 2014. Don't delay!**

Contact Kati Davich at [Rubbishbot.Seattle@gmail.com](mailto:Rubbishbot.Seattle@gmail.com) for more information and/or to submit a sign-up form.



## 2014 Sponsor Sign-Up

Please fill-out this form and submit it to Kati Davich at [Rubbishbot.Seattle@gmail.com](mailto:Rubbishbot.Seattle@gmail.com) by October 31, 2014. Include required attachments (see below) with form. Sponsorship fees will be invoiced by the Alliance for Pioneer Square.

**Business name:**

**Facebook and/or Twitter handles:**

**Contact name:**

**Contact email:**

| Check which | Sponsorship  | Fee   |
|-------------|--|-------|
|             | Onsite privileges with a 10' x 10' space. <i>Pease supply booth details below.</i>   | \$500 |
|             | Logo inclusion on website, event poster, signage, print advertising, etc. <i>Please attach your logo in a high -resolution format.</i> | \$500 |
|             | Both onsite privileges and logo inclusion. <i>Pease supply booth details below and attach logo.</i>                                    | \$850 |

**Describe your booth set-up and activities:**

**Event day contact name:**

**Event day contact cell number:**

*All onsite sponsors must attach a signed hold harmless agreement (last page). Onsite food/beverage vendors must attach a City of Seattle business license, a Seattle/King County food business permit, and certificate of insurance with this sign-up sheet. Sponsors will be placed in Occidental Square and will be subject to Seattle Parks & Recreation's event sales commission if completing sales onsite: 10% of all sales (food, beverages, admissions, souvenirs, goods and services) on Parks property must be remitted to Seattle Parks and Recreation within 10 days following the event. The event is taking place rain or shine, and all sponsors agree to be onsite for the entire event.*



## 2014 For Pets & People Holiday Market Sign-Up

Please fill-out this form and submit it to Kati Davich at [Rubbishbot.Seattle@gmail.com](mailto:Rubbishbot.Seattle@gmail.com) by October 31, 2014. Include required attachments (see below) with form. Administrative fees will be invoiced by the Alliance for Pioneer Square.

**Business name:**

**Business or product name as you'd like it to appear on the table and in marketing materials:**

**Facebook and/or Twitter handles:**

**Contact name:**

**Contact email:**

| Check which              | Holiday Market Stall<br>(Under large tent) | Fee  |
|--------------------------|--|------|
| <input type="checkbox"/> | Producers of gifts stall                   | \$25 |
| <input type="checkbox"/> | Dog rescue organization stall              | \$10 |

*Each stall will be supplied with a 6' table covered with a black linen, a sign with the business or product name attached to the front of the linen, and a chair.*

**Describe the goods you will be selling:**

**If rescue organization, would you like a corner table with extra room for a dog pen? Organization will need to supply the pen.**

**Event day contact name:**

**Event day contact cell number:**

*Producers of gifts must attach a City of Seattle business license. Producers of gifts and dog rescue organization must attach a signed hold harmless agreement (next page). The event is taking place rain or shine, and all Holiday Market participants agree to be onsite for the entire event.*

## 2014 Pioneer Square Howlidays Hold Harmless Agreement

THIS HOLD HARMLESS AGREEMENT is made this \_\_\_\_ day of \_\_\_\_\_, 2014 by and among the Pioneer Square Howlidays Sponsor/For Pets & People Holiday Market Participant (hereinafter, "Participant"), the Alliance for Pioneer Square, a Washington nonprofit corporation, Rubbishbot Events & Marketing, a Washington business (hereinafter collectively, "Producer"). Participant and Producer are sometimes individually referred to as "Party" and collectively referred to as the "Parties."

WHEREAS, Participant will sponsor and/or participate in Event. Producer will manage and produce Pioneer Square Howlidays event (hereinafter collectively, "the Event") at Occidental Mall and Occidental Square on December 13, 2014, on the condition that Participant hold Producer harmless from any claims and/or litigation arising out of the Event;

NOW THEREFORE, in consideration of the mutual covenants and conditions contained herein, Participant and Producer hereby agree as follows:

Hold Harmless. Participant shall defend, indemnify and save harmless Producer and their directors, officers, employees and agents from every claim, liability, loss, damage, demand, suit, judgment and attorney's fee, and any other kind of expense arising out of or related to the Event of any kind; provided, however, that Participant's obligations hereunder do not extend to claim, liability, loss, damage, demand, suit, judgment or expense resulting from the negligence or willful misconduct of the Producer or one of its directors, officers, agents or employees.

Duty to Defend. Participant's duty to defend is separate and independent of the duty to indemnify under Section 1 above. The duty to defend applies regardless of whether issues of negligence, liability, fault, default or other obligation has been determined. It is the express intention of Participant and Producer that they will each be entitled to obtain summary adjudication regarding duty to defend at any stage of any claim within the scope of this Agreement.

Authority to Enter Agreement. Each Party warrants that the individuals who have signed this Agreement have the legal power, right, and authority make this Agreement and bind each respective Party.

Amendment; Modification. No supplement, modification, or amendment of this Agreement shall be binding unless executed in writing and signed by both Parties.

Waiver. No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a Party shall give the other Party any contractual right by custom, estoppel, or otherwise.

Entire Agreement. This Agreement contains the entire agreement between the Parties related to the matters specified herein, and supersedes any prior oral or written statements or agreements between the Parties related to such matters.

### For Pets & People Holiday Market Participant

By: \_\_\_\_\_ Printed Name: \_\_\_\_\_

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