

**ROCKRIDGE OUT & ABOUT '10 - ARTISAN/NON-PROFITS**

For the 4<sup>th</sup> year, the Rockridge District Association (RDA) invites Hand-made Artisans and Non-profits to participate in **Rockridge Out & About**, a festival celebrating College Avenue, taking place on Sunday, September 26, 2010.

*What:* **Rockridge Out & About**, a festival celebrating College Avenue  
*When:* Sunday, September 26, 2010, 12pm – 6 pm.  
*Where:* College Avenue closed between Manila and Alcatraz  
*Who:* Rockridge District Association, a 501(c) 3 business improvement district (TIN #94-3399318)  
*Why:* To promote Oakland's Rockridge businesses located on College Avenue

**Event Description:** College Avenue will transform into a street festival focusing on the retail merchants, businesses and services located on College Avenue

**Festival Highlights:** Live Music, Chef Stage, Market Hall's Picnic in the Street, Wellness Tent, Kid's Area Rockridge Merchant/Artisan Marketplace, Gourmet Food & Beverage Booths, Street Entertainment  
**Festival Website:** [www.rockridgeoutandabout.com](http://www.rockridgeoutandabout.com)

**Cost of Concessions:**  
**Artisan/Exhibitor \$125**  
**Non-Profit \$100**

**Rockridge Out and About** **Sunday, Sept 26, 2010**

**APPLICATION FORM FOR CRAFTSPEOPLE,/NON-PROFITS** **Booths are 10' x 10'**

**NAME** \_\_\_\_\_

**BUSINESS/NON-PROFIT NAME** \_\_\_\_\_ - \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

Please send me \_\_\_\_\_ posters and \_\_\_\_\_ postcards to distribute to my clients

[ ] Enclosed is my \$125 craft booth fee payable to RDA

[ ] Enclosed is my \$100 non-profit booth fee payable to RDA

[ ] Enclosed is \$15 for a 6 ft table rental

[ ] Enclosed is a \$5 per chair rental

[ ] Enclosed are 3 slides/photos/website link. All work must be made by you the artist, no imports allowed.

[ ] Total enclosed

**To Pay Booth Fee Online:**

You may pay online using a credit card at Paypal.com using the Send Money option. The address is <http://www.hesternet.net/events> under Rockridge Out and About. Once you have paid, please also send application as email attachment to [Karen@hesternet.net](mailto:Karen@hesternet.net). You will receive a confirmation email on both.

**To Pay Booth Fee By Check:**

Please return your application, SASE (if you want photos back) and check made out to RDA and mail to: Karen Hester , 320 45<sup>th</sup> St, Oakland, CA 94609

**Confirmation letters will be mailed after September 10th.** If you have any questions, please call Karen Hester at 654-6346. *Space is limited, so please act early!*

**Media and Specific Content of Display** --If you work in different media, please list each one--remember: **NO** rainforest woods or the like. Plastic and styrofoam packaging is prohibited.

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Please explain the process you use in your work or for non-profits your activity

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**Applications must be received by August 8, 2010.**

Festival information will be updated regularly on the event website [www.rockridgeoutandabout.com](http://www.rockridgeoutandabout.com)

**Contact Information:**

Karen Hester  
Rockridge Out and About Coordinator  
[Karen@hesternet.net](mailto:Karen@hesternet.net)  
[www.outandabout](http://www.outandabout.rockridge.com) rockridge.com  
510-654-6346