



Hosting an event downtown?

The Downtown Stockton Alliance (DSA) is happy to assist event organizers and promoters who are hosting an event downtown. Many of the services we offer are free in exchange for: promoting Downtown Stockton, logo placement on event materials, placing a link to downtownstockton.org on your event website, and agreeing to use our downtown businesses for your services. Please review this sheet, check the services you're interested in and the services you can offer the DSA in exchange. Then contact us to set up a meeting with our Marketing Team.

The DSA cannot share our sponsor list, cannot provide any assistance with fundraising and can rarely support your event to the exclusion of other competing events (all things equal we will support both if asked). DSA also cannot organize any event logistics other than the ones indicated. DSA will join event committees, if necessary. The DSA reserves the right to support or not support events as our current capacity allows or based on the strategic priorities identified by our Board of Directors.

ABOUT YOUR EVENT OR PROMOTION

Contact Info:

Name and description of your event:

Not for profit

For profit organization

How are you advertising? Check all that apply:

Press Release: Target Audience and distribution plans? _____

Radio: What stations? _____

TV: What stations? _____

Print ads: What publications? _____

Social networking: What sites and how many followers are on each site? _____

Where will our sponsorship be recognized? _____

What are your ticket prices? What do attendees get for each price? _____

Who are your sponsors? _____

Do you have liability insurance of at least 1 million dollars? _____

What events have you organized in the past? _____

ABOUT THE ECONOMIC IMPACT TO DOWNTOWN STOCKTON

Will there be a link from your website to downtownstockton.org?	Yes	No
Will we be able to deliver promotional material?	Yes	No
Is there a way to distribute listings of businesses, restaurants, specials, and a map to your attendees before they arrive?	Yes	No
How many attendees do you expect? _____		
What percentage of attendees will be from the locations listed?		
Stockton _____ San Joaquin County (not including Stockton) _____ Outside San Joaquin County _____		
Will there be vending opportunities?	Yes	No
Would you use downtown businesses for those vending opportunities?	Yes	No
Will you be purchasing food?	Yes	No
Will food be purchased from downtown restaurants?	Yes	No

HOW CAN WE HELP? WHAT SERVICES DO YOU REQUIRE?

Ambassadors: (\$25 per hour fee is waived for some events) Ambassadors can be stationed at the main parking areas to direct your guests to your event(s), can be present at your event to provide information on downtown and can offer your attendees a historical tour of downtown.

Maintenance: Maintenance staff can provide power washing before and/or after an event to clean the site – fee ranges depending on the site power washed. Maintenance staff can assist in graffiti removal within your event footprint prior to the event – there is no fee for this service.

Marketing: Ambassadors can distribute your promotional materials the first week of one month prior to the event (for an April 15 event, we can distribute on March 1-5) to community-minded Stockton businesses (outside downtown) and via our information kiosks on college campuses. DSA can provide an online ad on our site that links directly to your website or just promotes your event that will be viewed by more than 4,000 unique visitors per month – there is a fee for this service in some cases. DSA can provide discounted ads and/or editorial exposure in *The Downtowner* as space allows. Over 10k are distributed or direct mailed each month. DSA can provide low-cost event flyers for your event that mimics the look of your ad in *The Downtowner*. DSA can help you design ads, flyers or press releases.

Event Logistics: DSA can provide event equipment (see Rental Contract for details), guidance on creating an event footprint, a list of musicians and businesses to partner with, vendors for event services, and can refer you to our partner agencies to pull permits and locate parking. For a full listing of downtown venues, visit www.downtownstockton.org/stockton_event_hosting.php

Please contact our marketing team to assist you with your special event.

Emily Baime, Marketing Director
Chris Kotsoglou, Event Coordinator
Nick Trulsson, Ambassador Coordinator
Sylwia Qualls, Graphic Designer

Equipment Rental Agreement

Event Title _____

Event Date _____

Hosting Organization _____

Contact _____

Address _____

Phone/Cell _____

E-mail _____

Equipment Delivery Date/Time _____

Equipment Delivery Location or Pick-Up (within downtown Stockton)

Equipment Return Date/Time _____

Notes:

This AGREEMENT is made between DOWNTOWN STOCKTON ALLIANCE (hereinafter DSA) and

_____ (CONTACT),

representing _____.

It is agreed that DSA will provide equipment and services described in this Agreement.

Continued on next page.

Rental Equipment	Qty. Avail.	Daily Price*	Qty. Requested	# of Days	Subtotal
Celebrate Banners, (incl. stands, sandbags)	6	\$20 per banner			
Celebrate Fly Guys (incl. blowers & cords)	2 fly guys 4 blowers	\$20 per fly guy			
Aluminum panels (incl. feet, pins)	31	\$9			
Iron table, tall black	9	\$11			
Iron table, short black	18	\$11			
6' table, folding banquet	8	\$6			
Iron chair, non-folding	80	\$3			
Folding chair, cushioned	16	\$2			
Easy-Up tent, 4 sides incl.	2	\$15			
Sandwich board	24	\$3			
Cleaning/Repair Deposit		\$75.00			\$75.00 (\$50 is Refundable)
*Fees may be reduced or waived for partnering or non-profit organizations.					Rental Total \$

TERMS OF AGREEMENT

1. Risk of Loss or Damage. ORGANIZATION assumes all risks of loss or damage to the equipment from any cause, and agrees to return it to the DSA in the condition received from the DSA, with the exception of normal wear and tear. The DSA or their appointed agent will determine normal wear and tear. All determinations made by the DSA are final. If damages are assessed or equipment is missing at scheduled time of return, the total repair or replacement costs including shipping fees, staff and shop time where applicable will be applied to credit card supplied for rental deposit within two weeks of equipment return. ORGANIZATION will be notified of all charges before card is charged.
2. Rental Term. This Rental shall begin on the above effective date and shall terminate on return in fully working condition to the DSA. If the equipment has to be repaired to return it to a fully working state the equipment will continue to be rented until it is repaired. The rental period will end only when the equipment has been returned to a fully working state. At any time the DSA has the right to terminate the rental with 7 days notice. The ORGANIZATION may terminate the rental after the initial period of the rental has been completed.
3. Delivery of Equipment. At the beginning of the rental period, a representative from the ORGANIZATION shall be obligated to meet DSA representatives at the rental site. DSA representatives will aid in equipment set up only in the case that prior written arrangements have been made. On this date, DSA representatives will deliver equipment between the hours of 8:00 am and 5:00 pm.
4. Return of Equipment. At the end of the rental period, the ORGANIZATION shall be obligated to place equipment in an easily accessible, organized stack for pick up on the Equipment Return Date. On this date, DSA representatives will pick up equipment between the hours of 8:00 am and 5:00 pm.
5. Payment. Payment shall be made payable to the Bank of Stockton Trust, FBO: DSA no later than two (2) weeks before the scheduled Equipment Delivery Date ___/___/____. At time of rental, in addition to rental fees, deposit of \$25.00 will be charged to authorized credit card of ORGANIZATION or organization member. At which point equipment is returned and inspected by DSA, cleaning and repair fees will be assessed. Refunds will be issued or additional charges will be applied to credit card used for deposit. \$5 transaction fee is non-refundable.
_____/_____/_____ Initial.
6. Liability. Each party will indemnify and hold the other (including, without limitation, its officers, directors, employees and agents) harmless from and against any and all claims or actions (whether or not groundless), liabilities, damages, costs and expenses (including, without limitation, reasonable attorney's fees and court costs) arising out of or in connection with the breach of any representation, warranty or obligation of the indemnifying party under this Agreement.
7. Term. This Agreement shall take effect upon the date first written above and shall continue to be in full force and effect until the latter to occur of December 31, 2010, or such time as all obligations of the parties relating to the activities described herein have been satisfied. However, the representations and warranties regarding relationship of parties and nondisclosure and the indemnification obligations hereof each shall survive the termination or expiration of this Agreement.
8. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of California.
9. Force Majeure, Etc. In the event that strikes or other labor disputes, riots, war, acts of God, invasion, fire, explosion, floods, delay of carriers, shortage or failure in supply of materials, acts of government or governmental agencies or instrumentalities, or other contingencies beyond DSA or the Sponsor interfere with, or prevent, the fulfillment by DSA or the Sponsor of their respective obligations hereunder, such obligations shall be suspended until such time as such contingency or contingencies have terminated. DSA will make every effort to provide all promised benefits if weather should interrupt an event, however refunds will not be awarded. _____/_____ Initial
10. Relationship of Parties. This Agreement shall not be deemed to create any partnership, joint venture, agency or similar relationship between the parties. Each party shall act hereunder solely as independent contractor and neither party shall have the authority to directly or indirectly bind or act on behalf of the other.
11. Arbitration. In the event of any dispute arising under or involving any provision of this Agreement or any dispute regarding ORGANIZATION'S relationship with the DSA, ORGANIZATION and the DSA agree to submit any such dispute to binding arbitration pursuant to the provisions of the Federal Arbitration Act, 9 U.S.C. section 1, et seq., if

