



Dear Friends,

We invite you to bring your business or nonprofit organization to this year's **Pacific Pride Festival**, taking place **Saturday, August 23, 2025**. This year's Celebration will take place at **Chase Palm Field**, a family-friendly and accessible beach park along Santa Barbara's beautiful coastline. The Pacific Pride Festival offers the ideal setting for locals and out of town guests to experience California's Central Coast and celebrate Pride season.

This FREE, all-ages celebration welcomes every generation and identity within the LGBTQ+ community and our allies. As Pacific Pride Foundation celebrates 50 years of service, we reflect on our journey—**ROOTED IN PRIDE: Embracing Our Past – Empowering Our Future**. We honor those who paved the way, celebrate the strength of the present, and inspire a future where all LGBTQ+ identities thrive. From our youngest voices to our most experienced advocates, we uplift the contributions of every individual.

**We are currently accepting applications from community partners and exhibitors that would like to participate in our 2025 festival.** Please find the Exhibitor Information Packet enclosed with this letter. Participants will be provided with a 10'x10' canopied booth space, along with a table and two chairs.

Please note that all exhibitors are required to have a **City of Santa Barbara business license**. If you participated in 2024, you will have received a renewal notice. For more information in obtaining your license, please see attached.

Because space is limited and reserved on a "first come, first serve" basis, we encourage you to apply early. We ask that interested applicants return their completed applications **no later than July 25, 2025**. Incomplete applications will be held until all materials are received. Please note that we may sell out so get your applications in asap.

We look forward to working with your organization and enjoying your presence at the Pacific Pride Festival. For further information, please contact Madonna Cacciatore at [madonna@pacificpridefoundation.org](mailto:madonna@pacificpridefoundation.org)

Sincerely,

Madonna Cacciatore  
Pacific Pride Festival Producer  
Pacific Pride Foundation

pacificpridefoundation.org  
608 Anacapa St., Suite A | Santa Barbara, CA 93101  
805-963-3636

## PACIFIC PRIDE FESTIVAL 2025

# Exhibitor Information Packet

## Overview

---

Festival date and time: Saturday, August 23, 2025  
11 AM – 7 PM

Festival location: Chase Palm Field (Beach side)

### **Booth application due: July 25, 2025**

Send Application to: Madonna Cacciatore  
Pacific Pride Foundation  
608 Anacapa St., Suite A  
Santa Barbara, CA 93101

For more Information: Madonna Cacciatore  
madonna@pacificpridefoundation.org  
805-963-3636 x106

### **PAYMENT MUST BE MADE ONLINE:**

[Make your booth payment here](#) & include

“Vendor/Organization Booth Payment” in the  
“in honor of” memo line.

*EXAMPLE: “Local Nonprofit Booth Payment”*

(\$300 booth rental fee, \$225 nonprofit rate only)

Incomplete applications, paperwork and requirements are not eligible to be included.

## Ground Rules

---

**APPLICATION:** Please complete the entire Exhibitor Application and submit it to Pacific Pride Foundation (“PPF”) along with full payment and all required materials ([application](#), [certificate of insurance](#), and [application for special event](#)), as laid out in these ground rules. We cannot reserve booth space for you if we do not receive all required materials before the application due date given above. Please submit all of your materials at once.

PPF reserves the right to decline any application for any reason and without explanation.

**INSURANCE:** You are responsible for your own insurance. Before the application due date, you must submit to PPF a Certificate of Insurance naming Pacific Pride Foundation as additional insured with liability limits of at least \$1,000,000.

**PAYMENT:** PPF will not refund any portion of payment once your application has been accepted. Make all payments online.

**SECURITY DEPOSIT:** A security deposit is not required. If any damage occurs, you will be invoiced and responsible for **damage charges**.

**SANTA BARBARA BUSINESS LICENSE:** See last page for details

**BOOTH SPACE:** Once your application has been approved, we will reserve booth space for you at the Pacific Pride Festival. Each space measures approximately 10' x 10', and you must confine all of your business to this assigned space.

Exhibitors will be directed to their space on the morning of the event. You are responsible for setting up and subsequently dismantling and removing any tablecloths, decor, or other fixtures that you bring with you. You must complete setup between 7 AM and 10:30 AM on the day of the festival, and you must perform all cleanup and dismantling between 7 PM and 9 PM (also on the day of the festival). You must return your space to the same condition you found it at the start of the event by 9 PM on the same day.

**BOOTH STRUCTURE:** On the day of the event, PPF will outfit your booth space with a canopy, one table, and two chairs for your use. You may request additional materials for a fee. Electricity is not available onsite. Any generator brought in must be pre-approved by Pacific Pride Foundation.

**Generators:** You are responsible for any generators provided and must make sure they are approved by the City of Santa Barbara.

PACIFIC PRIDE FESTIVAL 2024

# For Profit & Non-Profit Booth Application

\*This application does not guarantee rental space. Application must be completed before consideration will be given.

## Contact and Booth Information

---

Name of Business or Organization	Name / Contact Person
<hr/>	
Contact E-mail Address	Contact Phone Number
<hr/>	
Business Address, City, State, and Zip	Santa Barbara Seller's Permit # (if applicable)

**Please complete the table below to indicate your preferences and compute the total.**

Item	Rate	Number	Total
Booth Rental Fee	\$300		
	\$225 (non-profits only) <b>Non-profits facing hardships please contact PPF for a reduced rate.</b>		
All Spaces come with <b>one table, two chairs</b> , and a 4-post <b>10'x10' canopy</b> . You may optionally request <u>additional</u> tables and chairs, or electricity, by filling out the table below. Please note the extra charge for these items.			
<i>Optional:</i> Additional Tables	\$25 per table		
<i>Optional:</i> Additional Chairs	\$8 per chair		

## Authorized Signature

My signature below states that I am authorized to represent the organization listed above, that the information provided on this application is true, complete, and accurate, and that the organization has read, understood, and agreed to abide by the ground rules set forth by the Exhibitor Information Packet. I hereby agree to release, waive, and hold harmless Pacific Pride Foundation and the Pacific Pride Festival Committee, as well as any sponsors, businesses, individuals, or organizations associated with the event, from any loss, damage, or injury that may occur in connection with my and/or organization's staff/volunteer participation in this event. I furthermore hereby authorize Pacific Pride Foundation to use any pictures or audio and/or visual recording depicting any person representing my organization for promotional purposes.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Application is considered complete when submitted with all required paperwork and approved by a representative of Pacific Pride Foundation.**

Here is your checklist. Please include all paperwork or contact [madonna@pacificpridefoundation.org](mailto:madonna@pacificpridefoundation.org) with any questions.

**REQUIRED:**

- Application
- Payment
- Certificate of Insurance (due no later than August 1, 2025)
- Business License (churches exempt)
- 501 (c)3 (non-profits only)

**OTHER:**

- Small generators (Only small generators will be allowed at the vendor's expense and must be approved by the City of Santa Barbara). All approvals must be obtained and provided to Pacific Pride Foundation no fewer than 15 days prior to the event.
- Seller's permit for vendors who are selling merchandise.

PACIFIC PRIDE FESTIVAL 2025

## Hold Harmless Statement

To the Pacific Pride Foundation:

I, \_\_\_\_\_, as the designated representative of \_\_\_\_\_, do hereby make the following statement:

In conjunction with my participation in the 2025 Pacific Pride Festival, I agree to indemnify, defend and hold harmless Pacific Pride Foundation, its directors, managers, staff, agents, volunteers, and assigns from and against any and all claims brought by me arising out of or resulting from my participation in Pacific Pride Festival activities, unless such claim or claims arise out of the sole negligence or willful misconduct of Pacific Pride Foundation or their representatives or agents. "Claim" as used in this agreement means any financial loss, claim, suit, action, damage or expense, including but not limited to attorney's fees. I affirm that I voluntarily make this statement without mental reservation or duress.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

## **Space Rental Application Guidelines**

To ensure an enjoyable day, please follow the guidelines listed below:

### LOAD-IN

You are permitted to drive your vehicle to your tent space within the load-in/load-out times you will be assigned. Vehicles will not be allowed to remain on the field. More communications will come 1-2 weeks prior to the event.

### DO NOT STAKE ANYTHING INTO THE GROUND

This is a City of Santa Barbara Parks & Recreation rule. You will be asked to remove anything we see staked into the ground. Please plan for other means to display items.

### STAY FOR THE WHOLE EVENT

Please do not pack up your tent and leave prior to 7:00 pm unless you have previously submitted a special request. You have been placed based on any needs you have requested. We thank you for committing to engage and have fun with the community all day long.

### PETS

All pets must remain on leash at all times. Anyone with pets off-leash will be asked to put them on leash immediately or asked to leave the event. Anyone not complying will be asked to exit the event.

### TENT VENDORS:

- The entire area will be fenced in with security.
- You will be provided with a detailed layout and clear instructions.
- Please follow your times. If you arrive earlier or later than the assigned times, you may be asked to hold for safety reasons.
- No refunds once your application has been received and accepted.
- Pride will take place rain or shine so please be prepared for any weather conditions.
- All trash must be compacted and disposed of in the dumpsters at the close of the event.
- No beverages may be sold (alcoholic or non-alcoholic. Pacific Pride Foundation holds the right to be the exclusive vendor of beverage sales at Pacific Pride Festival.
- No food may be prepared or sold on site.
- Electricity is not available onsite. All generators brought on site must be pre-approved by the City of Santa Barbara.

FOOD TRUCKS ONLY

- All vendors must adhere to Health Department regulations in preparation for serving food . Santa Barbara Health Department will be on site to inspect food trucks prior to the opening of the event.

Share on Social!

**ALL VENDORS MUST HAVE A CURRENT BUSINESS LICENSE. (Churches are exempt).**

All vendor applications must provide a business license sent to email below. All applications received by their office will be mailed back with instructions to apply for the business tax certificate online. Attached are two letters that their office generates to inform taxpayers – one letter is for taxpayers that have paid the annual business tax, and the other letter is for taxpayers that have not paid the annual business tax and are not in our system. Below is the chart included in the letter that lists some business descriptions for vendors to choose.

<u>Schedule Code</u>	<u>SIC Code</u>	<u>Business Description</u>
<u>(effective 3/29/24)</u>		<u>Special Event Vendor from Outside the City of Santa Barbara (one time use)</u>
<u>450-01</u>	<u>7299</u>	<u>Sales &amp; Services Based Outside the City of Santa Barbara</u>
<u>998-00</u>	<u>9990</u>	<u>Tax Exempt &amp; Non-Profit Organizations</u>
<u>126-00</u>	<u>5963</u>	<u>Sales From a Resident of the City of Santa Barbara</u>
<u>142-02</u>	<u>7299</u>	<u>Services From a Resident the City of Santa Barbara</u>

All businesses that are present at the event and advertising their business or organization must apply for the business tax certificate.

The fee is dependent on the type of business conducted, and if the business is based inside or outside the City of Santa Barbara. The first business description listed below is a minimum fee of \$30.00 + a \$4 state disability access fee. The tax is paid annually, so vendors can use the same tax certificate for multiple events.

Nonprofits still need to be listed on the list of vendors and must file in our system. We do have a business description for non-profits that mark them as exempt from paying the business tax. They essentially just need to be in our system.

This is a requirement by the City of Santa Barbara.

[This folder contains all forms in English and Spanish for online filing.](#)

Any questions specific to the business license must be directed to:

[Caressa Salazar](#)

[Finance Analyst I](#)

[CITY OF SANTA BARBARA, Finance](#)

[\(805\) 564-5346 x4329 | \[csalazar@SantaBarbaraCA.gov\]\(mailto:csalazar@SantaBarbaraCA.gov\)](#)