

October 18, 2025 10am - 5pm

ojaiday.com | kristy.rivera@ojai.ca.gov
Ojai Recreation Department: 510 Park Rd., Ojai, CA 93023

Applications are due on September 5, 2025 at 5 p.m. Please submit via email at recmail@ojai.ca.gov or in-person at the Ojai Recreation Department.

Applicant Information

Business Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Email _____ Website _____

Primary Phone _____ Business Address: _____

Vendor Types Please direct questions about vendor types to recmail@ojai.ca.gov

- Food or Commercial: \$200
- Initial Activity: \$200
- Artist/Handmade: \$115
- Additional Activity: \$150
- Non-Profit: \$90
- School or Non-Profit Youth: \$55

Please explain all merchandise, services and/or booth activities below. For sale items not in photos will be prohibited during the event. **You MUST include photos of your merchandise.**

Vendor Fees: We accept credit card, checks and cash - only in person at the Recreation Center. Please make checks payable to: Ojai Recreation Department 510 Park Rd.

Please call 805-646-5581 ext. 390 to pay via credit card.

Vendor Fee \$ _____

TOTAL \$ _____

ADMIN – OFFICE USE ONLY

Date Received _____ Total Due _____ Total Paid _____ Check # _____ Balance _____

OJAI DAY 2025 APPLICATION CHECKLIST

*Spaces will not be reserved for incomplete applications.
If you have any questions, please email recmail@ojai.ca.gov*

- Application Form**
- Check for the total amount of the booth fee**, Please make checks payable to the Ojai Recreation Department
- Photos of Items to be sold or examples of information to be handed out**
Please note, your images will be kept on file until after the event and they will be at Ojai Day for onsite verification if needed.
- Photos of your booth display and shade structure.**
- Signed License Agreement.** The release waiver must be completed and returned with your application. If you do not submit the license agreement, we cannot process your application.

ACTIVITY VENDORS ONLY:

Activity vendors are those who are bringing something interactive for example, rock climbing wall, face painting, etc.

- Certificate of insurance naming the City of Ojai as additionally insured on your \$1,000,000 policy

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ojai day vendor license agreement

DATE: _____, 2025

VENDOR: _____ Contact Name: _____

Business Name: _____

1. Vendor License. City hereby grants to Vendor and its employees, agents and contractors the nonexclusive, nonassignable, personal right and license to enter upon the grounds of Ojai Day and vend services and products in accordance with the terms of this license.

2. Vendor will receive a packet containing information and guidelines for the event, as we get closer to the date.

3. Media Release. Participant, and his or her parent or legal guardian, (if the participant is under 18 years old), hereby gives permission to the City of Ojai to photograph, film and/or tape by any method Participant's participation in such activities and to use, reproduce, exhibit, and publish Participant's photograph in any manner and in all media, publications, advertising and publicity.

4. Release, Hold Harmless and Assumption of Risk. Vendor accepts and assumes such risks and responsibilities however caused or alleged to be caused by any party with the exception of those risks caused by gross negligence, fraud, willful misconduct or violation of law. In consideration for Vendor being permitted to participate in Ojai Day hereby waives, releases, discharges, indemnifies and holds harmless the City of Ojai, its boards and commissions, employees, agents, and any other related parties ("City"), from any and all claims for damages for wrongful death, personal injury, or property damage arising out of Vendor's participation in the Ojai Day and caused by negligence (passive or active), strict liability or otherwise (except for such injury, wrongful death or property damage caused by the City's gross negligence, fraud, willful misconduct or violation of law).

VENDOR

CITY

Signature: _____

Signature: _____

Name: _____

Name: _____

Ojai Day 2025

Vendor Information and Guidelines

Saturday, October 18 from 10 am to 5 pm

Submitting your Vendor Application

Vendor applications are due on September 5, 2025.

Please use the provided *Vendor Application Checklist* or *Food Vendor Application Checklist* to ensure that your application is complete and contains all elements that are necessary for the Ojai Day staff to be able to process your application. Incomplete applications will not be processed.

Activity, food vendors, and vendors sampling product must submit a \$1,000,000 insurance policy naming the City of Ojai as additionally insured.

After your Application has been Received

A status email will be emailed to you within 14 days of receiving your application with payment. If you do not hear from Ojai Day staff within 14 days of submitting your application, please email the vendor liaison at recmail@ojai.ca.gov, as there may have been an error with the email message sent by Ojai Day staff or your application may not have been received.

Booth Placement

All vendors will be placed on a first come, first serve basis. Only complete applications will be considered for placement.

Cancellations

The event will be held rain or shine. There will be no refunds for any reason after September 1. Refunds may not be processed until December 1.

Vendor Information Packet

An information packet will be mailed to the address you provided on your vendor application. The information packet will include your vehicle ID tag, your booth space number, an event overview map, traffic instructions and general information. After you have received the packet, please feel free to contact Ojai Day staff by email with any additional questions.

Set Up

Arrival times for Non-Food Vendors are between 7 am and 8 am. Your specific time will be in your instruction packet.

- Arrival time for Food vendors is at 8 am.
- **We ask that all vendors arrive at their designated arrival time and NOT before.**

- Upon arrival you will find your booth space and check in with the Ojai Day Team Leader for your zone prior to beginning your set up.
- After unloading your vehicle in your booth space, you must move your car out of the event area immediately. Vehicles must be moved from the unloading area before setting up your booth.
- Ojai Day hours are from 10 am to 5 pm. Sales are not allowed before 10 am and vendors must maintain their booths until 5 pm.

Take Down

- Because it is important to clear Ojai Avenue of pedestrian traffic at the end of the event, sales after 5:15 pm are not permitted. At 5:00 pm vendors may begin taking down their booth. Vehicles will be allowed to enter the event area after 5:30 pm with direction.
- After the conclusion of the event Ojai Day Team Leaders will do booth area inspections.
- Cars will be permitted to enter the event area for booth take-down no earlier than 5:30 pm. All vehicles must be clear of the event area by 6:50 pm.

Product Criteria

All items for sale and/or information to be distributed by vendors must be disclosed on the vendor application and represented in the submitted photographs. Items and information that have not been disclosed and represented will not be allowed.

Any items sold by vendors who have registered as an Artist/Handmade vendor must be handcrafted and shown by the artist.

Ojai Day reserves the right to select applicants based on this criteria and its own judgment. Ojai Day reserves the right to prohibit the exhibit and/or sale of items that are not in keeping with the community nature of the event.

On the day of the event, Ojai Day Team Members will be inspecting booths to check the authenticity of each artisan's wares. Items that are determined not to be handmade by the vendor will be ineligible for sale.

All spaces are designed to be informational and sales only. Vendors may not have activities, demonstrations, music or amplified sound in booth spaces without making arrangements with Ojai Day staff prior to the event. Any live demonstration or shows must be arranged with Ojai Day staff prior to the event.

Edible Products

If you will be selling or distributing food or any edible product, you must provide all fees and forms required by the Ventura County Health Department. Any vendor whose application is incomplete on October 7 will forfeit their booth space at Ojai Day and any fees paid to Ojai Day

Booth Criteria

Spaces and Displays

Each vendor is responsible for his/her own display, with no display over 8 feet tall. Two or more vendors may share a space, but each must be present at the event and their names listed on the application.

Tables

All tables must be draped to the ground. Tables must be draped in a color that conforms to your booth's overall color scheme, or it may be draped in navy blue or white.

Signs

All signs must be professionally created and produced to ensure that a uniform appearance is maintained.

Flyers and Handouts

Ojai Day strongly discourages flyers and handouts as they increase our trash considerably at the end of the event. However, if you do hand out flyers or other materials, all distribution may only be done from your booth. Please try to help us in our efforts to keep our event and our environment green by not handing out excess flyers.

Electricity

Any vendor who would like to use his/her own generator must make arrangements with Ojai Day staff prior to the event. Vendors who have not disclosed the use of a generator prior to the event will not be allowed to use the generator during the event.

Disclaimer

All persons, companies or organizations reserving booth space at Ojai Day, do so as independent contractors and not as employees or agents of the City of Ojai, the Ojai Day committee, the State of California, the event sponsors or its agents.

For further questions, please contact the Ojai Day staff at recmail@ojai.ca.gov.