

**8TH ANNUAL**  
***Santa Cruz Chocolate Festival***  
**Sunday, January 18, 2015 from 1 to 4 PM at the Cocoanut Grove**

**Information for Vendors**

The Santa Cruz Chocolate Festival includes chocolate tastings from approximately 36 Santa Cruz and Bay Area vendors, gift items for sale, and entertainment. This benefit raises scholarship funds for UCSC re-entry students and draws over 1,000 attendees from the greater Santa Cruz community.

- **Tasting Samples.** Vendors are asked to donate tasting samples of one (or more) of their chocolate confections (candy, dessert, ice cream). **Each vendor is asked to provide a minimum of 300 samples. \*\*The number of tastings provided will determine the number of tasting tickets sold\*\***
- **Tasting tickets** will be sold to the public for \$15 for six tastings. Those buying in advance will be allowed to enter through a special will call line at the front door without standing in the purchase line. The number of tastings provided will determine the number of tickets sold. In addition, a commemorative wine glass with a taste is \$5, cupcake decorating is \$4, BBQ style Chocolate Festival aprons are \$10, Face Painting is \$4. There will also be a workshop held from 11-1 for an additional fee.
- **Parking, Set up, Tear down.** Parking is free for vendors. The same great set up and tear down teams are in place to help you with the event. We LOVE our volunteers!
- **Tables.** Each vendor will be provided with a 6' table draped in white linen, along with two chairs. You may bring your own prep table (up to 6') to use behind you.
- **Table Staffing.** We suggest you have at least two people to staff this table, and the Women's Club will provide at least one volunteer to assist you if needed.
- **Free WiFi.** The Cocoanut Grove has free wireless internet service
- **Electricity.** One electrical connection will be provided if needed. Please provide your own extension cords, adaptors, etc.
- **Signage.** If you have a banner to hang, we will make every effort to hang it in a readily visible way within the Decorating Policies of the Cocoanut Grove.
- **Product Sales.** You may sell product. For \$40.00, a second 6' draped table will be provided along with additional signage and some line management. You must submit a copy of your Seller's Permit to us with your Participation Form.
- **Publicity.** Vendors will receive name recognition on our website, newspaper, in press releases and in the event program
- **Silent Auction.** Vendors are asked to consider an optional donation for our silent auction.

*The Santa Cruz Chocolate Festival is organized by the UCSC Women's Club, an all-volunteer, independent UCSC "friends" group. The UCSC Women's Club is open to all members of the campus and community. Its purpose is to support the mission and functions of UCSC and to foster friendships between town and gown. A special goal of the club is to fund scholarships for re-entry students.*