



Showcase of Cities at the California Mid State Fair Entry Form 2019

Thank you for agreeing to participate in the Showcase of Cities at the California Mid-State Fair.
Please review the agreement below, sign and return to lacie@solterrastrategies.com by **Monday, April 16, 2019**.

Space is Limited so Enter Now!

California Mid-State Fair Agrees To:

- Provide a window box display venue where you can showcase what is best and very unique about your community to more than 420,000 viewers.
- Located in the Frontier Town Walkway of the Paso Robles Events Center.
 - Size: 8' wide x 6' high x 2' deep.
 - Power – a single 110, 20 AMP duplex outlet (good for two plug ins) plus one lighting fixture.
 - Windows may be accessed from inside the building from a 4' x 4' square opening.
 - All window exteriors will be cleaned daily – July 18-29, 2018.
- Provide a dedicated liaison – Solterra Strategies – to help streamline communications.
- Marketing and publicity including a people's choice award for the windows.
 - People's Choice will be made available through digital platforms like social media and via a ballot box July 17-28. Awards provided for 1st, 2nd and 3rd.

Participating City/Tourism Agency Agrees To:

- **Who Participates:** Any city, town, community or college within San Luis Obispo County. The participation must be approved by local government or business leadership (City Council, DMO, Chamber of Commerce, Arts Council, College Administrator, etc.). Cities may share window spaces if desired. Space is provided on a first come first serve basis.
- Sign and return this **entry form**
 - April 16 – Entry forms due
- **Site Check** – Each city is encouraged to visit Paso Robles Event Center to view the windows in advance of installation. There is one electrical outlet in each window. Schedule a time in May to check out the site to ensure your creative concept can work.
- **Develop** a fun, animated, educational, three-dimensional display to evoke hometown pride and present the BEST of San Luis Obispo County and its communities. Each community is encouraged to get creative and incorporate the 2019 California Mid-State Fair theme, "Let's Have S'more Fun!"
 - June 1 – Each city must submit its creative concept. Please make special note of additional power or lighting elements. Additional lighting is recommended. Designers may want to consider battery powered animation elements. Remember displays after dark can be quite dramatic with appropriate lighting.
- **Window Installation** – Please schedule a timeslot with Solterra Strategies to install your window display. All work must be done during business hours (Monday – Friday 9 am – 4 pm).
 - July 1-11 – Window Installation period (closed July 4).
- **Window Inspection** – All windows must be complete and ready for inspection by:

- July 11 at Noon
- **California Mid-State Fair – July 17-28** – Encourage volunteers from your community to visit the new Showcase of Cities during the fair. Promote your window through your social media channels and encourage community members to submit their vote for the People’s Choice Award.
- **Dismantle Windows** – July 29- 31 from 8 :00 AM – 4:00 PM and August 1 from 8:00 AM – Noon.
 - August 1 at Noon – All windows must be dismantled, or contents become property of California Mid-State Fair.
- **Damage Waiver** – If any damage is done to the property of California Mid-State Fair the participating city agrees to pay replacement costs.
- **Maintenance**- The cleaning and maintenance of the interior portion of the Window box and the display contents are the responsibility of the City. The Fair is open to the public daily from 12 Noon – Midnight July 17- 28, 2019. The City is responsible for the window display during that time. Maintenance, repair and cleaning may only take place between 8: 00 AM and 11:30 AM each of those Fair operation days. The City must ensure that the display is clean and operating by 11 AM, July 17 through Midnight July 28.
- **Timeline** – If participating cities/tourism agencies do not adhere to the timeline and deliverables outlined without communication to Solterra Strategies they will be disqualified.
- **Other items:**
 - ✓ Cities must bring their own tools. The Fair does not provide any tools, supplies, ladders or stools.
 - ✓ Vehicles may load and unload their supplies at the Riverside street entrance not inside the grounds.
 - ✓ All buildings and gates close at 4 PM during pre -fair activities.
- **Deposit:** All Cities must provide payment of \$100 to secure a window.
- **Return in 2020** – Participating cities/tourism agencies have first right of refusal to return in 2020
- **Questions:** Please contact Solterra Strategies at laocie@solterrastrategies.com.

City/Community/College Name

Authorizing Organization

Name and Title

Cell Phone

Email

Mailing Address

City

State

Zip Code

We want our own display case (Circle): Yes or No

We want to share space with: _____

Participating City Representative

Date

California Mid-State Fair Representative

Date