



DOWNTOWN SANTA MONICA EVENT APPLICATION

Thank you for your interest in Downtown Santa Monica.
Please complete this form and return it to Downtown Santa Monica Inc.
by fax to 310.458.3921 or e-mail to Events@DowntownSM.com

EVENT NAME _____

Company Name _____

Is your organization using an independent production or event company for this event? Yes No

EVENT PRODUCER _____

Main Contact _____ Additional Contact(s) _____

Address _____

Office Phone _____ Office Fax _____

E-mail _____ Cell Phone _____

EVENT DATE & TIME

Day of the Week _____ Event Date _____ Event Time _____ to _____

Load-In Time _____ Breakdown Time _____

LOCATION & SPACE REQUEST

a) Which Downtown Santa Monica location are you requesting for your event?

- Third Street Promenade Outside a specific business Other

Specify how much space you will need _____

b) Are there any structures that need to be built or assembled on site?

Yes No

If yes, please describe: _____

c) Do you plan to use any of the following?

Stage risers* Dimensions: Length _____ Width _____ Height _____

Stage Backdrop Dimensions: Length _____ Width _____ Height _____

* Note: Please include stage plot and photo/diagram of backdrop with application

Sound amplification: Note: 75dBA and 85dBA levels strictly enforce

ELECTRICAL REQUIREMENTS

a) Will you need power for your event? Yes No

If yes, how many volts will you require? _____

* Refundable deposit of \$250 per electrical outlet is required.

b) Will you be using a generator? Yes No

VEHICLE ACCESS

a) Will you need to bring a vehicle onto the Promenade? Yes No

If yes, Vehicle Access Agreement Form must be completed.

Load-in & Load-out only Parked on Promenade for event Overnight Parking

Vehicle Make _____ Model _____

Dimensions _____ Weight _____

EVENT SPECIFICATIONS

a) Please provide a detailed description of your event: _____

b) List the equipment, signage, tables and other components of your event: _____

c) What is the objective of this event? _____

d) Will you be giving away any samples or promotional items? Yes No
If so what? _____

Will the item be wrapped? Yes No

How will the item be distributed? _____

Trash pick-up plan: _____

Will you be cooking or giving away food items? Yes No
Please describe: _____

* Note: Additional permits maybe required

e) Will you be hiring security for this event? Yes No
Security Company _____

Contact _____ Phone _____

* Note: Additional crowd management plan & police presence at event may be required at applicant's expense.

Specify any celebrities or publicly known entities that will be part of the event: _____

g) Will the event be photographed, filmed or recorded? Yes No
If yes, what equipment will be used? _____

h) List any partners associated with this event: _____

i) List any media sponsors for the event: _____

j) Provide details of the media you are using to promote or advertise your event:

E-mail campaign Web posting Other Internet campaign Radio

Television Print Publicity Other

k) How many people are you expecting to draw to this event? _____

l) Please provide any advertising or press materials to marketing@baysidedistrict.org as they become available.

ACCEPTANCE

I have read and understood all this is contained within this document. I have answered all the questions knowledgeably and truthfully. I understand that my organization may need to furnish additional documents and/ or information per Bayside District Corporation's request in order to complete the Event Application process.

Signature

Date

Print Name

Title

Company Name