



# 104th Rowell Ranch Pro Rodeo

## May 15-17, 2026

### Marketplace Vendor Application Form

Name of Company:

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Company Contact:

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Street Address:

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City:

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State:

Zip:

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Mailing Address (if different from above):

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<b>Business Phone:</b>	
<b>Mobile Phone:</b>	
<b>Email Address:</b>	
<b>Website:</b>	
<b>Business License #:</b>	
<b>Fed Tax ID#:</b>	

#### Exhibit History/Experience

First time with Rowell Ranch Pro Rodeo? Yes ( )

Returning vendor? Yes ( ) Years attended: \_\_\_\_\_

Similar events at which you have been a vendor:

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Brief description of merchandise you will be selling:

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If you are interested in additional sponsorship, please check below and you will be contacted:

- Banner space in the rodeo arena \_\_\_\_\_
- Ad space in the rodeo program \_\_\_\_\_

## Booth Space

### Booth Space Fee (*please check requested size*):

_____	: 10' x 10' .. \$350 (Space only; Provide your own tent/booth)
_____	: 10' x 20' .. \$550 (Space only; Provide your own tent/booth)
_____	: 10' x 30' .. \$625 (Space only; Provide your own tent/booth)

- Tables and chairs are not provided, please provide your own as needed.
- You are not allowed to stand on tables or chairs.
- One vendor to a tent/booth space. No subleasing or sharing with an additional vendor.
- You are required to keep your merchandise, personnel and equipment within your tent/booth space at all times and are not allowed to encroach into adjacent vendor space or path or travel.
- You and your personnel are subject to the Free Expression Policy and Code of Conduct for all attendees of the rodeo events as posted at <https://rowellranchrodeo.com>.
- The Vendor requirements stated here, The Free Expression Policy, and the Code of Conduct for attendees of the Rodeo events are subject to change without notice.
- You are to allowed to roam outside of your designated tent/booth space to sell merchandise, distribute promotional items, hand bills, flyers or other printed material.
- You may not create noise that is incompatible with the atmosphere in the Marketplace. No sound amplification, loud barking, or shouting is allowed in the Marketplace.
- No disruptive or attention seeking behavior is allowed.
- You are responsible for securing your merchandise within your tent/booth space especially outside of the hours of operation. While Rowell Ranch Pro Rodeo, Inc. will provide a 24-hour security guard on site, Rowell Ranch Pro Rodeo, Inc. is not responsible for lost or stolen property.
- It can get windy; please make sure to bring appropriate anchors for your tents.
- Electricity is available on a limited basis, so please check the space below if electricity is required in your booth space, and for what devices. ( ) Yes, I need electricity - Devices \_\_\_\_\_

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- ***If yes, YOU must provide ALL extension cords and power strips.***
  - Adequate cell phone coverage is available at the rodeo grounds. Wi-fi is not.
  - An ATM cash machine will be on the premises.
  - Packaged food is acceptable to sell; drinks and fresh cooked/prepared foods are not.
  - ***This event will take place rain or shine.***
  - Rowell Ranch Pro Rodeo, Inc. reserves the right, in its sole unreviewable discretion, to prohibit what it believes to be inappropriate merchandise, marketing, displays, and behavior during rodeo events in the Vendor Marketplace.
  - Tent/Booth assignments are made at the sole discretion of the Rowell Ranch Pro Rodeo, Inc. You are not guaranteed a Tent/Booth space until you are paid in full. **Tent/Booth spaces are on a first paid in full/first served basis.**
  - Final Marketplace details (including booth location and parking info) shall be sent to you during the week prior to the rodeo in May.
  - ***Each paid in full vendor will be given two wristbands and two parking passes. Fees for additional wristbands \$40.00 each and parking passes \$10.00 each.***

## Required Documentation

- Vendor is responsible for all taxes involving sales. Please send a copy of your California Sellers Permit in with this application.

**ALL VENDORS ARE REQUIRED TO PROVIDE A CERTIFICATE OF INSURANCE FOR COMPREHENSIVE GENERAL or COMPREHENSIVE PERSONAL LIABILITY** coverage naming The Rowell Ranch Pro Rodeo, Inc. and Hayward Area Recreation District as additional insured. The vendor shall provide a certificate of insurance to the *Rowell Ranch Pro Rodeo* evidencing such coverage with this application. The following statement must appear on the certificate: "*Additional Insured Endorsement Names, The Rowell Ranch Pro Rodeo, Inc and Hayward Area Recreation District., their directors, agents, volunteers, and/or employees as additional insured.*" Please send documents to:

**2544 Castro Valley Bl, Castro Valley, CA 94546, or email: RRRVendors@yahoo.com.**

## Hours of Operation

**Friday, May 15<sup>th</sup>:** set up 10:00am to 4:00pm; vendor marketplace is open 5:00-9:00pm

**Saturday, May 16<sup>th</sup>:** 10:00am-6:00pm

**Sunday, May 17<sup>th</sup>:** 10:00am-5:00pm

***Your non-refundable 50% deposit and required documentation is due along with this application in order to be considered for a booth space. You will be notified via email if/when you have been approved as a vendor for this year. (If you are not selected as a vendor, your deposit and documentation shall be returned to you in the mail.) The balance is due by Friday, May 8<sup>th</sup> (Credit Cards, Checks)***

Please make checks payable to **Rowell Ranch Pro Rodeo, Inc.** and mail to:

Rowell Ranch Pro Rodeo, Inc./Vendors

c/o Jerry & Theresa Dominguez

2455 Castro Valley Blvd

Castro Valley, CA 94546

**Indemnification:** Vendor(s) shall defend, indemnify and hold harmless The Rowell Ranch Pro Rodeo, Inc. and Hayward Area Recreation District, their directors, trustees, officers, employees, volunteers, and agents, from and against any and all claims, actions, liability, damage, loss or obligations, including all costs, demands, expenses, expert fees and costs, and attorney's fees arising out of Vendor's activities pursuant to this application, including by way of illustration and not limitation, the following: (a) any injury to or death of any person or damage to or destruction of any property occurring in or on Vendor's equipment, or any part therefore; (b) any default by Vendor's in the observance or performance of any of the terms, covenants, or conditions of this application; or (c) the use, occupancy, or condition of Vendor's equipment or activities therein.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**For questions and additional information, please contact:**

Jerry Dominguez  
(510) 566-7227

Theresa Dominguez  
(510) 861-5250

Toni Medeiros  
(341) 314-0452

Jack Wilding  
(510) 610-1586

[www.rowellranchrodeo.com](http://www.rowellranchrodeo.com)

[rrrvendors@yahoo.com](mailto:rrrvendors@yahoo.com)

***Thank you for supporting the Rowell Ranch Pro Rodeo – 104 Year!***