

*A Celebration of 50s and 60s Rock & Roll and
Custom & Classic Cars Benefiting
Gateway Center of Monterey County, Inc.*



Monterey Rock & Rod Festival
457 Webster Street
Monterey, CA 93940
www.montereyrockrod.com

PLEASE JOIN US FOR THE 18TH ANNUAL MONTEREY ROCK & ROD FESTIVAL

The Eighteenth Annual Monterey Rock & Rod Festival, June 21, 2025, is a celebration of rock & roll and custom & classic cars and trucks benefitting **Gateway Center of Monterey County, Inc.**, a 501(c)3 organization which provides services and support to adults with intellectual disabilities in Monterey County. Taking the musical stage this year will be headliner **Heart by Heart** (founder and original members of Heart). Also on stage will be **Dave Conley** (local favorite musician), the **Yard Dogs**; **Todd Morgan & the Emblems**; and fan favorite **Jeremy “Elvis” Pearce & The Memphis Sons**.

MERCHANDISE VENDORS

Merchandise vendor fee is **\$100** for the event, paid directly to Gateway Center. **All vendors must submit, in advance, the application with payment and seller’s permit. Vendors are required to have a Seller’s Permit.** If you do not have a permit, you will need to apply for one. (Please provide a copy of the Seller’s Permit with your application.) You must also have the permit visible in your booth during the festival. **PLEASE NOTE:** The City of Monterey is now requiring ALL event vendors to obtain a City of Monterey business license per City Code Section S 19-4. There is a nominal fee for the license. To fill out an application online, visit cmbuslic.ci.monterey/businesslicenseapplication.

Attached are the Custom House Plaza’s additional terms and conditions. Please read, initial and return the form with your application.

Set-up is Saturday, June 21 at 7:00 AM. **You must be set up and operating no later than 9:30 AM.**

PLEASE NOTE: You must supply your own tent, tables, and chairs. Bringing your own trailer and supplies to set-up is permitted. If more space is needed, you will be charged an additional fee. Electrical outlets will be provided.

*For all general and payment questions, please call Kathy Jeal at (831) 920-1698, M–F, 8:00 AM to 4:00 PM, or email her at kdjeal@gmail.com.

Please check out our website at www.montereyrockrod.com for more event information. We look forward to your support and participation in 2025.

Sincerely,

Kathy Jeal

Vendor Chairperson

Monterey Rock and Rod Festival–18

2025 MERCHANDISE VENDOR REGISTRATION

Space available is on a first come, first served basis. Set up begins at 7:00am on Saturday, June 21st and all vendors must be set up and operating no later than 9:30am.

The cost to register is \$100.00 total per space. Any necessary items for booth set up, including tables and chairs, are the responsibility of the vendor. Bringing your own trailer and supplies to set up is permitted. If more space is needed, you will be charged an additional fee. Electrical outlets will be provided.

For all general and payment questions please call Kathy Jeal at (831) 920-1698, Monday–Friday, 8:00am to 4:00pm or email her at kdjeal@gmail.com.

Vendor Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

TYPE OF MERCHANDISE _____

Make checks payable to: **Gateway Center of Monterey County**

Personal Check Money Order Cashiers Check Visa Mastercard

We do NOT accept American Express

Exp. Date _____ Credit Card # _____ CVV # _____

Signature _____

SELECT NUMBER OF MERCHANDISE VENDOR SPACES REQUIRED					
X	Vendor Space	Size of Space	Price Per Space	No. of Spaces	Subtotal
	CHECK ONE Merchandise Vendor <input type="checkbox"/> Tent or <input type="checkbox"/> Trailer (supplied by vendor)	X	\$100		
	Specify size of space required				
MERCHANDISE VENDOR SPACE MUST BE PREPAID				TOTAL	

FOR MORE INFORMATION contact Kathy Jeal at **831-920-1698** (M–F, 8:00am to 4:00pm)
Send both pages of completed form to: **MRRF c/o Kathy Jeal, 457 Webster St., Monterey, CA 93940**

2025 MERCHANDISE VENDOR REGISTRATION

LIABILITY: In consideration of the acceptance of the right to participate, the vendor, by execution of this entry form, releases and discharges Monterey Rock & Rod Festival, Gateway Center of Monterey County, Inc., Monterey State Historic Park, the City of Monterey and their officers, directors, trustees, employees, agents, representatives, volunteers, and servants, and anyone else connected with the management or presentation of the Monterey Rock & Rod Festival, of and from all known or unknown damages, injuries, losses, judgments, and/or claims, from any cause whatsoever that may be suffered by vendor to his /her person or property. Further, each vendor expressly agrees to indemnify all of the forgoing entities, firms, persons, and bodies of and from any and all liability occasioned or resulting from the conduct of vendors or any participants assisting or cooperating with vendors and under the direction or control of vendors. Vendors agree that participation in any contests, games, or activities may be limited. ***Vendor realizes that this is a rain or shine event and no refunds will be granted due to weather. However, refunds will be granted if written notice is received 30 days prior to event. Registered vendors must be 18 years of age or older. I have read this form and agree to all conditions of the Monterey Rock & Rod Festival application and to rules governing the event as set forth on this form and agree to observe all the rules and directions of the event management.***

Signature _____ Date _____



FOR MORE INFORMATION contact Kathy Jeal at **831-920-1698** (M-F, 8:00am to 4:00pm)
Send both pages of completed form to: **MRRF c/o Kathy Jeal, 457 Webster St., Monterey, CA 93940**

Monterey State Historic Park
20 Custom House Plaza
Monterey, CA 93940
(831) 649-7118 Office
(831) 647-6236 Fax

**ADDITIONAL TERMS & CONDITIONS FOR VENDORS USING
UPPER AND/OR LOWER CUSTOM HOUSE PLAZA**

1. Tents/Canopies must be weighted down (suggested 25 lbs per pole). Water may not be used for weight.
2. Tents/canopies are to be no larger than **10' by 10' or 10' by 20'**.
3. Tents/Canopies must have 1 **side** of booth **open**.
4. Tents/Canopies or structures are not allowed to be **tied to any tree, shrub or building**.
5. **No staking** into the Upper Plaza area is permitted.
6. **No ice is to be dumped** on lawn area or plaza area – there is a sink provided by State Parks for the dumping of ice – please ask your State Park Monitor for the location.
7. **No dumping of any liquid or substance down any storm drains** (this flows directly into the sanctuary and is forbidden).
8. **No grease is to be put in the garbage dumpster**, tallow cans are provided by the permit holder and are located next to the dumpster. **When event is finished or the container is full the grease is to be transferred (with lid on the container) to the tallow barrel or placed with lid secured on the tarp next to the tallow barrel for pick up.**
9. Food vendors must have a **tarp taped down under their booth, a fire extinguisher** and a **garbage can** (receptacle) placed in front of the booth for public use. The vendor or permit holder is responsible for the maintenance of these garbage cans.
10. Vehicles are permitted to drive on plaza (for loading/unloading, during setup & breakdown times – **All vehicles must be off the Plaza before event starts**). Vehicles may proceed at a speed not greater than is reasonable or prudent, having due regard for weather, visibility, pedestrian traffic and at no time shall a vehicle's **speed exceed 5 MPH**.

*Please have each vendor sign this agreement and return the copies with your permit. These conditions and the conditions of your permit must be followed. Failure to comply with terms and conditions may result in closing down vendor until compliance. Vendors will not participate in event if these terms are violated.

I have read these conditions.

Print Name _____ **Sign Name** _____

Booth Name _____

Date _____

FIRE CODE

TERMS & CONDITIONS

MONTEREY STATE HISTORIC PARK

The fire code conditions are in addition to the California State Parks Terms and Conditions for special events. Special Event Permits, when approved, are subject to the following:

Fire extinguishers are required near cooking and heating areas in the gardens and in Upper & Lower Custom House Plaza (for every cooking booth).

Deep frying foods will require a class K fire extinguisher.

Tents and canopies must be rated fireproof and must have the State Fire Marshal seal, rating stamped on the tent.

No cooking behind tents, cooking units must be moved away from the back of the tent.

No cooking units on the Plaza benches—no cooking on the benches—this damages the walls and benches.

Beer, wine, and alcohol booths are also required to have a fire extinguisher.

Propane tanks (when used) must be secured and stored on the ground (this includes propane tanks you are not using). Tanks can be tied down or put in milk crates—anything so they will not tip over and cause a fire.

Propane tanks must be 5 feet away from heaters and cooking appliances.

No smoking or candles in tents. Candles may be used in the open and in the gardens provided they are in a votive or have a shade.

Fireworks, Open Flames or any device emitting flame or fire creating a glow capable of igniting combustible materials **MAY NOT BE USED** in Monterey State Historic Park.

Large tents must have lighted exit signs posted and a clear path to exit signs.

Permit holder's initial _____