The Atwater 4th of July Committee
Presents
The Roger Wood Memorial Atwater Christmas Parade

P.O. Box 4, Atwater, CA. 95301
Email: atwater4thofjuly@gmail.com phone: 209-355-4912

Please fill the forms out legibly. Be sure to also read the updated Vendor Guidelines document.

All vendors must provide the signed Event Waiver.

Electricity will not be provided. If electricity is needed, please make your own arrangements.

If selling anything, you must provide your CA Seller's Permit verification.

Food vendors must carry liability insurance and list Atwater 4th of July Committee as an additional insured. An insurance policy can be provided for an additional fee if you do not already have one.

Food vendors only need to include the Health Department food vendor applications and applicable permit fees.

Food booths will be charged the Merced County Health Department permit fees. Health Department permit fees can be waived for 501C(x) charities, veterans, or vendors who have an annual permit.

501C(x) charities will be given a 50% discount on booth fees where any items are being sold.

No food vendor applications can be accepted and no refunds to any vendor can be given after November 30, 2026.

Full Name, Organization, or Business:

_____

Address:_____City:_____ZIP:_____

Contact (Name):_____

Email Address:_____

Phone:

Type of booth; please give a full listing of what you are offering. If you are a food vendor you must report ALL food & drink you wish to sell. Food & drink items not listed cannot be sold or given away due to Health Department guidelines. Submission of Food application does not guarantee entry, these will be reviewed and approved.

Food:_____

Merchandise:_____

Other:_____

Food booth fee: One spot @ $100 Yes_____ Type of booth? Truck____ Trailer____ Pop-up__

Merchandise or other booth fee: Size 12X12 @ $100 Yes ____ or Size 12x24 @ $150, Yes _____

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Are you a 501C(x) charity? If so, please provide your Federal Tax ID# for verification and discount:

_____

Did you attend last year? Yes_____ No_____ Do you want the same booth space (if possible)? Yes_____No_____

Additional comments:_____

Food Vendor Guidelines

1. All vendors are responsible for following Merced County Health Dept. guidelines.

2. The Atwater 4th of July Committee and the City of Atwater reserves the right to deny any vendor booth request as we deem it necessary for the betterment of the event and to help ensure the mutual success of all approved vendors.

3. Any violation of the Atwater 4th of July Committee guidelines or City and County regulations may cause your expulsion from the event without a refund.

4. Electricity will not be provided. If electricity is needed, please make your own arrangements.

5. Check-in time to set up your booth begins on December 5 at 2:00 PM and ends at 6:00 PM. Parking may not be available to load or unload around 5th and Broadway because parking is controlled by the Atwater Police Dept. Vendors will be stationed on 4th Street between Broadway and Cedar.

6. All vendors must have paid their booth fee in full before setting up, if you have not paid your fee (for whatever reason) by November 30, 2026, no checks will be accepted after this date. The booth will increase by $20 if paid after the 30th. A $30 fee will apply to returned checks. No refunds for any reason after November 30, 2026.

7. Please complete and submit this Merced County Environmental Health Document with this information: Click to complete the document

8. This event will continue even during inclement weather. Please plan accordingly. No refunds will be given after November 30, 2026.

9. E-mail will be the primary form of communication. atwater4thofjuly@gmail.com

10. Web Address: atwater4thofjuly.com or Atwater.org

11. Phone: 209-355-4912