

**The Gardens on El Paseo
Annual Wine & Music Series Beneficiary Application**

Organization Name: _____

Contact Person: _____

501C3 Yes _____ No _____ TAX I.D. # _____

Mailing Address: _____

Phone Number: _____ E-mail: _____

If previously a beneficiary, what year(s) did you participate? (1998 – 2010)

State specifically how proceeds from the Wine & Music Series will be used to benefit the organization. If any proceeds are used outside the Coachella Valley, explain how. (Attach letter if applicable)

The Gardens on El Paseo supplies the entertainment, tables, chairs, sound, tickets, and refreshments. Please note that the following requirements must be met in order for your organization to participate:

1. Eleven volunteers from your organization will be needed to work the event. Three for ticket sales, three for entrance coordination, three for refreshments, and two for VIP seating on the upper level in front of Saks Fifth Avenue. Please ensure your volunteers wear flat shoes (the lawn is soft) and are physically suited to their task. (Those serving refreshments will be on their feet most of the time.)

2. **Volunteers must all arrive at 4:15pm and meet outside the lower level of Saks Fifth Avenue next to The Gardens lawn area.** The reception is from 5:15 – 6:00 pm and the concert is from 6:00 – 7:00 pm.

3. Your organization is responsible for bringing a cash box suitable to make change for the entire evening. Tickets are \$12 and **a large quantity of singles, fives, and tens is recommended.** You may make your own arrangements for credit card sales but please note that electricity is not available.
4. \$10 from ticket sales will be allocated to the non-profit and \$2 to The Gardens on El Paseo (to offset the cost of supplies). A roll of numbered tickets will be designated to the non-profit prior to the concert. The number of tickets sold will be tracked by the numbers indicated on the roll of tickets. The Gardens will communicate with the non-profit representative at the conclusion of the concert and payment to The Gardens will be arranged.
5. Please call the ABC (760-324-2027) and be prepared to download the latest forms for a temporary liquor license for the evening. The price for non-profit organizations is \$25.00. The website address is www.abc.ca.gov/ Choose the “application/selection & forms” tab and then choose “special daily license”. You must also have your application signed by the Palm Desert Sheriff’s Department. They can be contacted at (760)-836-1600. **We recommend strongly calling the ABC first** and working with them closely to alleviate any last minute challenges. **The forms must be submitted at least ten days prior to the event.**
6. This event is designed to benefit your organization as well as drive traffic to the shopping center. Please advertise the event through website, mail, PSA’s, and any other means available to you.
7. You may enhance the event with a raffle, auction, or any other activity **agreed upon by both parties at least two weeks prior to the event.**
8. Taking into consideration that you have other events planned for your organization this season, please rank your preferred dates from 1 (best date) to 4. We will do what we can to accommodate you.
 January 29 _____ February 5 _____ February 12 _____ February 19 _____
 February 26 _____ March 5 _____ March 12 _____ March 19 _____
 March 26 _____ April 2 _____ April 9 _____ April 16 _____

Deadline to return this application is **September 30th**. Notification will be sent by October 31st. Thanks very much for your application. Your signature indicates that your organization can meet these requirements. The Gardens on El Paseo reserves the right to cancel your organization’s participation should these requirements not be met.

SIGNATURE

TITLE

DATE

Sara O’Flynn
Marketing Director, The Gardens on El Paseo