

# DOWNTOWN SANTA MONICA, INC. PROMOTION & SPECIAL EVENT GUIDELINES

## • STEP ONE:

CALL DTSM, INC MARKETING at 310.393.8355 or e-mail [events@downtownsm.com](mailto:events@downtownsm.com) to review scope and timing of your event.

*Note: Event dates and schedules will not be confirmed until we receive all appropriate paperwork by given deadlines.*

*Some events will require a City of Santa Monica event permit that must be completed a minimum of 30 days PRIOR to your event.*

## • STEP TWO:

Download the *Event Information Form & Indemnification Form* from the Special Events section of [www.downtownsm.com](http://www.downtownsm.com). Complete and fax forms to 310.458.3921 or e-mail to [events@downtownsm.com](mailto:events@downtownsm.com).

## • STEP THREE:

DTSM, Inc. will review your information and determine the paperwork process needed for your event. A requirement fax or e-mail will be sent to you, including deadlines, fees/deposits due, and insurance required for your event and if there is a need for a site walk-through.

## • FINAL STEP

Your event certificate will be issued once all requirements are met.

IF YOU MEET ALL THE REQUIREMENTS AND DEPARTMENT APPROVALS, YOU WILL BE ISSUED A CERTIFICATE UPON RECEIPT OF ALL OF THE FOLLOWING BY NO LATER THAN 48 HOURS PRIOR TO YOUR EVENT:

- Complete event application and other necessary paperwork
- Site fee
- Liability insurance
- Indemnification form
- Vehicle access form (if necessary)
- Completion of site walkthrough.

## • FEES

Depending on the scope of your event, various event fees will apply. This is a partial list of possible fees:

- Application fee
- Site fee
- Bollard key deposit (refundable)
- Electrical access deposit (refundable)
- Trash/clean up fee

(Continued)

- **INSURANCE & INDEMNIFICATION REQUIREMENTS**

All event organizers and event vendors must provide:

A completed *Indemnification Form and Hold Harmless Agreement & a Liability Insurance Certificate* in the amount of \$1,000,000 listing the City of Santa Monica, Bayside District Corporation and its affiliates as additional insured.

- **USE OF VENUE**

Use of, or overflow onto, any part of the Third Street Promenade or Downtown Santa Monica streets or sidewalks for a promotion or event will require an event permit. A clear site map must be provided that indicates exact location of your event as well as outlines equipment set-up/placement.

- **ENHANCEMENT**

All community activities must enhance and benefit the community of Santa Monica and, whenever possible, involve the community, which includes the surrounding residents, Downtown Santa Monica businesses and property owners.

- **BENEFIT**

All events and promotions must have the potential to drive traffic to the Downtown Santa Monica, Inc. thereby bringing economic benefit to area businesses through an increase in the amount of public awareness, visitors and sales.

- **PUBLICITY**

Downtown Santa Monica, Inc. requires proper use of the official logo and tagline in all communications and advertising.

**Thank you for considering Downtown Santa Monica for your event!**