



City of Los Angeles Department of Recreation and Parks

Salute to Recreation Family Festival

10058 Reseda Blvd. • Northridge, CA 91325 • Day of Event Phone: (818) 349-0535



It is with great pleasure The Department of Recreation and Parks invites your business to host a booth or have a Food Truck at our Annual Salute to Recreation Valley Festival.

The festival dates are May 16-18, 2025 at Northridge Recreation Center. It will consist of 2 Stages of Entertainment, a Beer Garden, Carnival Rides, Senior Dance, Sports Tournaments, a Kids Zone, Marketplace Booths, Community Booths, Food Trucks and so much more. This is a great opportunity for your business to connect with thousands of families from across the San Fernando Valley and adjacent communities.

MARKETPLACE and COMMUNITY BOOTHS may participate on Saturday & and Sunday, May 17-18, from 12 pm-8 pm. Booths are limited and on a first come first serve basis. To reserve your space, please submit the attached application or fill out this Google form: <https://forms.gle/rHwb73L7mRC7ACnaA>

FOOD TRUCKS

Friday, May 16th from 5 pm-10 pm

Saturday, May 17th from 12 pm-10 pm

Sunday, May 18th, from 12 pm-8 pm.

Space is very **limited**, and trucks must stay the entire time. To reserve your space, please submit the attached application email. Food Trucks must be approved in advance.

All applications and payments are due by TUESDAY, APRIL 1, 2025. Once your payment and application have been received you will be emailed a confirmation with the event details.

If you know of another business and/or company you think may be interested in hosting a booth, please feel free to forward them this email or give them our contact information.

Best Regards,

Michelle De La Hoya (818) 363-3556 Email: michelle.gross@lacity.org

Kristen Demmerle (818) 769-4415 Email: kristen.demmerle@lacity.org

Aaron Yates (818) 893-3700 Email: aaron.yates@lacity.org



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MARKETPLACE BOOTH APPLICATION

FESTIVAL DATES: May 16-18, 2025

LOCATION: Northridge Recreation Center, 10058 Reseda Blvd., Northridge 91325

APPLICATION DEADLINE: **Tuesday, April 1, 2025**

Date ____ / ____ / ____

Vendor Information			
COMPANY:	Name		Website
ADDRESS:	Street	City	State Zip
CONTACT:	Last First	Phone	E-Mail Address

Booth/Food Truck Information
Describe what you will be selling and/or providing services:

Community and Vendor Booths include one 10'x10' canopy, one 8' table, and two chairs.

Please Note: Booth signage and all other supplies/equipment is to be furnished by the participating organization/vendor.

<input type="checkbox"/>	Check here if you will provide your own customized 10'x10' Canopy.
<input type="checkbox"/>	Check here if you are interested in being a Salute Sponsor for promotion of your organization. (minimum \$500)

Event Dates - Please check the dates you are interested in participating.	
<input type="checkbox"/>	Friday, May 16, 2025, from 5:00pm-10:00pm (Food Trucks only)
<input type="checkbox"/>	Saturday, May 17, 2025, from 12:00pm-8:00pm (some Food Trucks finish at 10 pm)
<input type="checkbox"/>	Sunday, May 18, 2025, from 12:00pm-8:00pm

Fee - Please check the appropriate category.	
<input type="checkbox"/>	\$0 - Non-Profit Community or Health group - (no sales)
<input type="checkbox"/>	\$50 - Non-Profit with sales
<input type="checkbox"/>	\$100 per day - Small Business/Vendor with sales (no cooked food allowed)
<input type="checkbox"/>	\$200 per day - Self-Contained Food Truck

Application / Payment (Deadline: Tuesday, April 1, 2025)
To reserve your space please submit your application with payment by the due date. Spaces are limited and are on a first-come, first-serve basis. Applications are accepted via e-mail or google doc. You will then receive a reply that includes payment info. Once your application and payment have been received you will be emailed a confirmation with event details. Applications without payment will not be considered. Thank you for your interest the Salute to Recreation Family Festival!

Send to: **Salute to Recreation Valley Festival**
 Attn: Marketplace
Michelle.gross@lacity.org or
<https://forms.gle/rHwb73L7mRC7ACnaA>

For questions or further information contact:
 Michelle De La Hoya (818) 363-3556 Email: michelle.gross@lacity.org
 Kristen Demmerle (818) 769-4415 Email: kristen.demmerle@lacity.org
 Aaron Yates (818) 893-3700 Email: aaron.yates@lacity.org