

**2<sup>ND</sup> ANNUAL  
FOREST MOON FESTIVAL**

May 27-June 2, 2024



**OFFICIAL  
VENDOR PACKET**

# JOIN THE ALLIANCE

**INVITED YOU ARE!**



**Corbis via Getty Images**

Last year's inaugural Forest Moon Festival was a triumph!

Here are some achievements from 2023:

- Over 6500 attendees
- 22,000 unique website visits
- A social media reach of 80,000+
- Coverage in over a dozen publications, including:

**The  
New York  
Times**

**SFGATE**

- Established great working relationships with nearly a dozen Lucasfilms certified costuming groups
- Connected with filmmakers who worked on Star Wars
- Strengthened our relationship with Lucasfilms

This year's goal is to build on the foundation of our first year's success, with a focus on increasing attendance and encouraging a greater impact on local businesses.

Join us for year two of the annual festival that celebrates the Redwood Coast's role in the Star Wars Universe-- as the filming location for the Forest Moon of Endor, home of the Ewoks. Sponsored by Humboldt County and Del Norte County, The Humboldt Lodging Alliance; And presented and promoted by the Humboldt • Del Norte Film Commission.

## **WHAT'S NEW IN 2024?**

### **A NEW APP!**

This year Forest Moon Festival attendees will be able to take the festival with them on the go! The app will not only serve as a guide to the featured festival events, but also lead attendees to participating vendors, showcasing what each business has going on.

### **MORE WAYS FOR BUSINESSES TO PARTICIPATE!**

Truly one of our main goals with the festival is to encourage visitors to our area, as well as locals, to get out and enjoy all that the Redwood Coast has to offer! This year, in addition to advertising vendors who sign up to be a part of the festival, we are creating two new ways that businesses can engage festival goers. So not only are vendors encouraged to theme out for the festival, but this year businesses will have the option to be a part of the **FOREST MOON COUPON PASSPORT** as well as the **FOREST MOON SCAVENGER HUNT**. **Both are completely optional for Vendors**, but our goal is to make it even more fun and exciting for everyone-- and **we'll be passing out prizes to attendees that get out there the most!**



**Arts Alive, with Droids! FMF 2023  
Photo by Mark McKenna**



# FOREST MOON COUPON PASSPORT (OPTIONAL)

## WHAT IS IT?

This is a chance for businesses to appeal to Forest Moon Explorers who are motivated by a deal! Attendees will be able to find any business that offers a passport coupon. Businesses that are interested are free to offer any kind of deal they like-- BOGO, a percentage off, a special free gift with purchase, etc... Let your imagination's soar. You know your business, so we encourage you to create coupons that work for you, and will get customers excited. You set the offer.

## HOW IT WORKS: (COUPON PASSPORT WILL RUN FROM MAY 25- JUNE 2, 2024)

Each participating business will receive a unique FMF PASSPORT QR CODE for customers to scan with their cell phones. This will provide them a "Passport stamp" that they patroned your establishment, and also limit them to only using the coupon once per attendee.

At the end of the Festival, attendees who have accumulated the most Passport Stamps will receive special prizes from the Festival, for being the best Forest Moon Explorers.

# FOREST MOON SCAVENGER HUNT (OPTIONAL)

## WHAT IS IT?

This is a chance for businesses to appeal to Forest Moon Explorers who love a good challenge! Attendees will be able to find any business that offers a scavenger hunt challenge. Businesses that are interested are free to create their own riddles, puzzles, or tasks for each attendee, or we can help you create one. You know your business, so we encourage you to create challenges that work for you, and will be fun for attendees of all ages.

The Scavenger Hunt gives businesses a way to attract attendees without having to offer anything of monetary value. Here's some examples: <https://parade.com/1249192/marynliles/scavenger-hunt-clues/>

## HOW IT WORKS: (SCAVENGER HUNT WILL RUN FROM MAY 31- JUNE 2, 2024)

Each participating business will receive a unique FMF SCAVENGER HUNT QR CODE for customers to scan with their cell phones, confirming that they have conquered your unique challenge. This will provide them an "achievement stamp" that proves they did it and counts towards their total.

\*\*Participation in the Scavenger hunt, is on a "no-purchase necessary basis."

At the end of the Festival, attendees that have accumulated and conquered the most challenges will receive special prizes from the Festival, for being the most accomplished Forest Moon explorers.

# HOW TO BE A PART OF THE FESTIVAL



**Arts Alive, with Droids! FMF 2023**  
Photo by Mark McKenna

Becoming part of the Forest Moon Festival is easy and free.

Just **FILL OUT OUR VENDOR APPLICATION** following these three requirements:

1. Agreeing to follow the rules we've worked out with Lucasfilms/ Disney for using their intellectual property (IP)
2. Follow the rules set forth by the Forest Moon Festival
3. Having appropriate insurance for your business/ activity.

Participating vendors will become featured destinations on our New APP, Promotional Festival Map, Forest Moon Festival Event Calendar, and Other Marketing Collateral.



# INTELLECTUAL PROPERTY (IP) RULES

The Forest Moon Festival is pleased to be working with Lucasfilms Ltd (owner of the IP) to respect their IP rights, while properly using their creative work to throw our Festival.

**ALL FESTIVAL PARTICIPATING VENDORS** must agree to follow the IP (Intellectual Property) requirements set forth by Lucasfilms Ltd.

## WHAT IS IP?

IP refers to unique elements that are specific to a created work. This includes symbols, images, names, characters, and logos.

## WHAT CAN YOU DO?

Direct use of the Star Wars verbiage, images, names, or characters (IP) can only be used to decorate your business or event, including having staff dress up as characters. Viewing your decorations or costumed staff must be free, and can not be sold as an experience if it uses Star Wars IP.

## IN TERMS OF IP VERBIAGE:

For any products or experiences that are for sale, you must use either “Forest Moon Festival” or creatively make reference to Star Wars without using actual Star Wars IP verbiage.

### **For instance:**

- **YOU CAN** Say that your business is hosting a “Forest Moon Festival Dance,” but **NOT** a “Star Wars Dance.”
- **YOU CAN** Sell a “Saber cookie,” but **NOT** a “Light Saber cookie.”
- **YOU CAN** Sell a “Little Green Man Cocktail,” but **NOT** a “Yoda Cocktail.”
- **YOU CAN** Sell any product or experience as a “Forest Moon Festival \_\_\_\_\_.”
- **YOU CAN** give prizes or discounts to **Film Tourists** that come in costume.
- **YOU CAN** decorate your establishments with Star Wars IP.
- **YOU CAN** invite staff to dress in Star Wars (characters) IP costumes.
- **YOU CAN** Sell official, legally licensed Star Wars products of any kind.

For proper IP use, please do your own research or consult your attorney.

Also, for a further explanation of “Fair use” see:

<https://profiletree.com/fair-use-copyright/>

<https://www.copyright.gov/fair-use/>

## WHAT CAN'T YOU DO?

Festival participants **CAN NOT** use Star Wars IP (verbiage, logo, logotype, protected terminology (Ewok/ Endor), music, images, names, or characters) to directly advertise (posters, commercials, ads, Social Media posts, etc.) any products or services that are for sale; nor directly use any Star Wars IP in the creation of products for sale.

### **For instance:**

- **YOU CAN'T** have Yoda in an ad asking patrons to come buy tacos at your Taco Stand.
- **YOU CAN'T** use Star Wars IP to advertise your event or business if you are charging money to enter.
- **YOU CAN'T** take actual Star Wars IP and print it on T-shirts that you sell.
- **YOU CAN'T** use actual Star Wars IP to create a Selfie-booth, that you charge people to use.

**\*\*Remember these restrictions do not apply to selling official, legally licensed products of any kind.**

The Forest Moon Festival Sponsors including Humboldt County and Del Norte County, The Humboldt Housing Alliance, and the Forest Moon Festival organizers, presenters, and promoters including The Humboldt-Del Norte Film Commission **are not responsible for your IP choices.**



# FOREST MOON FESTIVAL IP RULES

All participating vendors will be provided with a Festival Media Kit that will include image files of our logo and other marketing collateral. The Forest Moon Festival's IP rules are similar to those set forth by Lucasfilms ltd and copyright/ trademark law. As such, the festival is trademarked as is our artwork and themes.

The biggest difference is that while Star Wars IP can only be used to decorate your businesses, we are granting participating vendors permission to use our IP to directly advertise their business as part of the Forest Moon Festival. We're all in this together! The stronger the brand of the festival becomes, the easier it will be to promote it out of the area-- thereby attracting more visitors to our region.

That's why it's so important for the Festival to look and feel like a unified whole, even though it is comprised of seperate businesses, events, organizations, and popups throughout our region. United, we all grow together.

## WHAT YOU CAN DO?

- We require all vendors to use our logo exclusively, to identify themselves as part of the festival. Vendors are of course free to also use there own business's logos, but are not allowed to create alternate Festival Logos.
- Our logo must be present on all graphic advertisements created by Vendors to advertise themselves as part of the Forest Moon Festival. This includes print, social media, websites, or video media. We don't want to stifle your creativity in creating your own advertising, so we are leaving it pretty open to how you incorporate the logo in your design-- but it must be present and easily readable in your layout.
- Vendors are encouraged to use our festival termanology to rename their own products, or offer special festival versions of their own products-- like a "Forest Moon Cookie" or a "Forest Moon Festival discount." This is not a requirement.
- You can and are encouraged to use our artwork to decorate your businesses, along with Star Wars decorations as described above. Again, the more unified the Festival Feels, the better the experience will be for attendees.

## WHAT YOU CAN'T DO?

- You can't create your own Forest Moon Festival logo or artwork.
- You can't create your own merchandise to sell that uses our artwork, logo, or the "Forest Moon Festival" name without express written agreement with the Forest Moon Festival, under specific terms and guidelines. This year we will be selling branded merchandise featuring our artwork. Vendors interested in selling official Festival branded merchandise are welcome to purchase the merchandise from us at our offered wholesale price, and then sell it themselves at our established retail price, keeping the profit for themselves.

A word about Festival merchandise. The Forest Moon Festival is a non-profit with the express goals of benefiting the comunity, encouraging tourism, and fostering appreciation for the arts-- especially the Redwood Coast's role in cinematic history. So profits from Festival specific merchandise get re-invested in making the festival better and more successful each year. While we're happy to invite businesses to make a share of the profits, in exchange for selling official merchindise at their place of business, we can't allow businesses to sell their own Forest Moon Festival merchandise without strict guidlines on the design of the merchandise and a pre-agreed profit share with the festival. Such agreements will be taken on a case by case basis, at the sole discretion of the Festival. While we must protect the integrity of the festival, and it's IP, we also want to remain open to the passion and creativity of our local businesses.





# INSURANCE REQUIREMENTS

In addition to agreeing to follow the IP Rules, the second requirement is having insurance. For the majority of Festival Vendors, this just means clicking on the box acknowledging that you have insurance for your business or event. For any business or event that is planning a special activity for the Forest Moon Festival, that is outside of the scope of their normal business operations, then they are required to attach a copy of an insurance certificate naming us. **This is easy to do and usually free!** See detailed instructions below.

**For example**, if you're a restaurant that is just decorating, dressing up in costumes, and offering specials, then that is just business as usual-- so you only need to acknowledge that you have insurance.

**However**, if you're a restaurant and you also want to have a "Forest Moon Obstacle Course," something you don't normally do, then you will need to take the extra step of providing a copy of your insurance certificate naming us.

## LEVELS OF PARTICIPATION

### REBEL TIER

The vast majority of vendors will fall into this tier of participation. If you agree to follow the IP rules, and you're just theming out, dressing up, offering deals, and getting creative with your products to conjure the spirit of the Forest Moon Festival-- then just check the **Rebel Tier Button** on the form, confirming you have insurance.

**The key here** is that you are conducting business that falls in line with your normal business activities.

### JEDI TIER

This is only for businesses, events, or community entities that are doing something outside the scope of what they normally do-- like creating a "Forest Moon Obstacle Course." You still must follow IP rules, and can also theme out, dress up, offer deals, and get creative with your products.

**The key here** is that you're doing something outside of your normal business activities, and therefore, isn't normally covered by your insurance. In this case, check the Jedi Tier Button on the form and attach a PDF certificate from your insurance company as described below.

## JEDI TIER INSURANCE ONLY

If you're planning a special activity beyond your normal business, then we'll need a copy of an insurance certificate naming us. **This is easy to do and usually free!**

### HERE'S ALL YOU NEED TO DO:

1. Just contact your business insurance agent and provide them with the terms below.
2. Hit the Jedi Tier button on acknowledgment #3 (on the Vendor Application)
3. Attach a PDF of the additional insurance certificate to your Vendor Application.
4. You're done!

### INSURANCE CERTIFICATE TERMS:

Each festival participating vendor adding an activity outside of the scope of their normal business, shall maintain Commercial General Liability (CGL) insurance with minimum limits of \$1,000,000 for each occurrence, and \$2,000,000 General Aggregate. Such CGL insurance shall be written on ISO occurrence form CG 00 01 or equivalent and shall cover liability arising from premises, operations, independent contractors, personal injury, advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract). Such CGL insurance shall name and include The Humboldt/ Del Norte Film Commission and all of its officers, directors, agents, and employees as "Additional Insureds" using ISO additional insured endorsement CG 20 11 04 13 or its equivalent. Each policy shall include a "separation of insureds" clause. All insurance certificates or other evidence of coverage required to be submitted to the Film Commission, shall be include with the application.



# THINGS TO THINK ABOUT



Courtesy of  
Lucasfilm/ Disney

- **THINK LIKE AN EWOK!** Ewoks live in harmony with their environment, and we should too. Let's keep the redwood region green. We care about the environment and ask you to consider your choices when planning your event accordingly.
- Accessibility is important for attendees. If you are a brick and mortar, then you hopefully have this covered. But if not and/or you are creating an activity in a location just to participate in the festival, then we ask you to consider accessibility when planning.
- The FOREST MOON FESTIVAL is dedicated to honoring diversity, inclusion, and equality.
- The FOREST MOON FESTIVAL acknowledges that the region resides on the unceded lands of its Indigenous People, including: the Yurok, Karuk, Hupa, Chilula, Whilkut, Wiyot, Nongatl, Lassik, Sinkyone, Mattole, Resighini, and Tolowa.

## SAFETY

The FOREST MOON FESTIVAL is dedicated to keeping everyone safe. Please use common sense practices when organizing your event.

### COSTUME PROPS/ WEAPONS POLICY:

A big part of the fun is dressing up in costumes from the Star Wars universe. We not only encourage festival goers, participants, and business staff to dress up, but we are also organizing appearances by Costuming Clubs from throughout the United States to come to our festival in full regalia. We have consulted with local law enforcement to help establish our policy and is as follows:



Courtesy of  
Lucasfilm/ Disney

The **professional costumer's** that we are organizing, will be allowed to bring any props/ weapons because they will be accompanied by handlers and event organizers, making a clear distinction between them and public attendees. Their prop weapons will also be inspected for safety and "Peace Bonded."

**Businesses are obviously free to set their own policy for customers while at their establishment, but we do encourage everyone to follow our policies in all spaces.**

### For public attendees we are setting forth the following **Costume/ Props Policy:**

- Absolutely No functional props or weapons are allowed at any Forest Moon Festival event.
- Simulated or costume weapons that resemble any type of firearm, bow and arrow, or any weapon that is illegal in California are not allowed in public spaces or public events by attendees.
- Toy or Costume props that are clearly not real weapons (ie. plastic lightsaber) should be OK, but will be left to the discretion of event organizers, security personnel, and law enforcement. You may be asked to leave such items in your car.
- Projectile costume props must be rendered inoperable.
- At certain times, due to crowds and safety issues, people in oversized costumes may be asked to leave an event or area.

The Costume Props Policy is subject to change.



# **\*\*VENDOR APPLICATION CHECKLIST\*\***

## **PLEASE BE SURE TO HAVE THE FOLLOWING ITEMS READY BEFORE STARTING THE APPLICATION**

- ✓ Be sure to read all of the Vendor Packet information before starting.
- ✓ Be sure that the owner or an authorized representative is filling out the form.
- ✓ Have all contact information for the owner/ authorized representative, the business, and the Festival Point of Contact (if different), for the vendor, especially during the festival itself.
- ✓ Be prepared to tell us how to market your business and your participation in the festival-- including brief descriptions of your business and what you're doing special for the festival. Feel free to be creative how you word this to attract customers.
- ✓ Have ready (if you have them) your website address and social media handles for FACEBOOK and INSTAGRAM. (IE. @ForestMoonFestival)

**If you're unsure how get these, you can find instructions here:**

**Facebook:** <https://www.facebook.com/formedia/blog/how-do-i-change-my-page-username>

**Instagram:** <https://www.theverge.com/23176720/change-instagram-username-how-to>

- ✓ Have your Logo ready to upload (if you have one).  
(PLEASE USE WEB READY IMAGE JPG, PNG, TIFF-- UNDER 5MB)
- ✓ Have an advertising photo ready to upload-- like a picture of your business. (if you have one)  
(PLEASE USE WEB READY IMAGE JPG, PNG, TIFF-- UNDER 5MB)
- ✓ If you are in the Jedi Tier of insurance (you are doing something outside the scope of your normal business activities) then have a pdf ready to upload of an insurance certificate naming us, as described in the insurance section.
- ✓ (Optional) If you decide to participate in the **Forest Moon Festival Coupon Passport**, then be ready to describe the offer that you want give festival attendees.
- ✓ (Optional) If you decide to participate in the **Forest Moon Festival Scavenger Hunt**, then be ready to provide a description of your riddle, puzzle, or task.  
\*\* If you'd like to participate, but want help figuring out your challenge, you can let us know in the space provided.
- ✓ Please reach out to us if you have any questions, before filling out the application.

