



THIRD STREET PROMENADE

# DOWNTOWN SANTA MONICA SAMPLING APPLICATION

Please complete and return this form to DTSM, Inc  
by e-mail to Events@DowntownSM.com.

PRODUCT NAME \_\_\_\_\_

EVENT PRODUCER \_\_\_\_\_

Main Contact \_\_\_\_\_ Additional Contact(s) \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Cell Phone(s) \_\_\_\_\_

Office Phone \_\_\_\_\_

## SAMPLING DATE & TIME

Day of the Week \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_ to \_\_\_\_\_

Will you be giving away promotional items?  Yes  No

If so what? \_\_\_\_\_

Will the item be wrapped?  Yes  No

Will you be giving away food items?  Yes  No

If so, please describe: \_\_\_\_\_

\_\_\_\_\_

Trash pick-up plan: \_\_\_\_\_

\_\_\_\_\_

Will the event be photographed, filmed or recorded? Yes No

If yes, what equipment will be used? \_\_\_\_\_

List any partners associated with this event: \_\_\_\_\_

Provide details of the media you are using to promote or advertise your sampling:

- E-mail campaign      Web posting      Other Internet campaign      Radio  
Television      Print      Publicity      Other

How many people are you expecting to draw to this sampling? \_\_\_\_\_

Please provide any advertising or press materials to [marketing@downtownsm.com](mailto:marketing@downtownsm.com) as they become available. We may be able to share them on our social media channels.

**Please complete the attached Indemnification/Hold Harmless Agreement and supply Downtown Santa Monica with a Certificate of Insurance in the amount of \$1,000,000 stating the City of Santa Monica, Downtown Santa Monica, Inc. and its affiliates as additional insured.**

ACCEPTANCE

I have read and understood all this is contained within this document. I have answered all the questions knowledgeably and truthfully. I understand that my organization may need to furnish additional documents and/ or information per Downtown Santa Monica's request in order to complete the Sampling Application process.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company Name