



City of Arts & Innovation

22nd Annual Riverside Festival of Lights Call for Community Entertainment

The City of Riverside is proud to host the *22nd Annual Riverside Festival of Lights* holiday program, taking place from Friday, November 28, 2014 through Saturday, January 3, 2015, in beautiful Downtown Riverside. The annual *Festival of Lights Switch-On Ceremony*, produced by the Mission Inn Hotel & Spa and the Greater Riverside Chambers of Commerce, will take place on Friday, November 28th at 4:30 p.m., with more than 50,000 expected to be in attendance. The *Festival of Lights Switch-On Ceremony* will launch five weeks of outdoor winter wonderland festivities for all to enjoy.

The *Festival of Lights* features a spectacular exhibition of more than three million lights, a culturally-diverse selection of family-friendly live performances, an outdoor ice skating rink, and holiday food and gift items. This unique event draws more than 150,000 visitors to Downtown Riverside each year. Every year the *Festival* has also been featured on local radio and television stations and publications.

The City is contacting all local schools (K-12), colleges, universities, dance studios, places of worship and community organizations that have previously participated in and/or expressed an interest in performing at the *Festival*.

PROGRAMMING INFORMATION

Beginning on Saturday, November 29, 2014 and continuing through Saturday, January 3, 2015 the City of Riverside will be programming entertainment along Main Street Riverside. Live entertainment will be provided on a daily basis as follows:

November 29, 2014– January 3, 2015

Monday – Thursday	5 – 10 p.m.
Friday	5 – 11 p.m.
Saturday	Noon – 11 p.m.
Sundays	Noon – 10 p.m.

Time slots are booked taking into consideration the type of performance, the amount of time needed to set-up and tear-down, and the length of the performance. When completing the attached Performance Application, please indicate the amount of time you will need to set-up, tear-down and the length of the performance (sets and breaks combined).

Entertainer(s) will be required to check-in with the Sound Technician no less than 15 minutes prior to their performance time. Check-in times may vary depending on the amount of time needed for set-up.

PARKING & LOADING / UNLOADING

Parking permits will not be issued to entertainers. Parking in Downtown Riverside is free on the weekends and holidays and during the weekdays after 5 p.m. Loading and unloading may take place in the Tumbleweed Lot located on the corner of Main Street and University Avenue. Entrance to the Tumbleweed Lot is next to 3643 University Avenue. Once you have completed loading/unloading you may park in any of the City-owned parking structures or lots.

STAGE/SOUND/LIGHTING INFORMATION

The City will be contracting with a production company to provide a 20' x 24' stage with appropriate sound and lighting. Chairs and music stands that are needed for the entertainers' performance are the sole responsibility of the entertainer(s). Risers, if needed, will be provided. If you would like to make special arrangements or would like more information from the production company please let us know and we can put you in touch with the production company.

HOW TO GET INVOLVED

Entertainers interested in participating during the *Festival of Lights* will need to fill out the attached Performance Application. The Application will allow you to indicate which date(s) and time(s) you/your group would prefer to perform. If you/your group would like to perform on multiple dates and times, please outline your requested schedule on a separate sheet of paper and attach it to the Application. Scheduling will take place on a first-come, first-served basis. It is the goal for City staff to incorporate entertainers as needed based on the appropriateness as it relates to the *Festival of Lights*. This Application will also help the City collect information about each entertainer so that the City may include performance information on the *Festival of Lights* website and in the *Festival of Lights* Program. The more complete the Application, the more information we will be able to provide the audience.

Note: Please keep in mind that it is expected for you/your group to perform for the entire duration of your allotted performance time. If necessary, please come prepared to perform multiple sets to fill your allotted performance time.

We recommend that you submit your Application as soon as possible to ensure you get the date(s) and time(s) you would prefer. In addition to submitting your completed Application, each entertainer must submit a song list and demo package including photos and audio samples.

Once complete, please remit the Request Form to:

Attn: Brenda Flowers, Project Coordinator
City of Riverside, Metropolitan Museum
Arts & Cultural Affairs Division
3580 Mission Inn Avenue
Riverside, CA 92501

Submitting the Application does not guarantee you a booking at the *Festival of Lights*. Once your Application is received, the date(s) and time(s) requested will need to be approved by the City. If your request is approved, within 5-10 business days of the receipt of your completed Application, you will receive a letter with an attached Confirmation. The Confirmation will highlight the performance date(s) and time(s) that are **reserved** for you/your group. In order to **book** your date(s) and time(s), the original signed Confirmation must be received in our office within fifteen (15) business days of the original mailing date. If the signed Confirmation is not received in this time frame we will release the time slot(s).

Note: The City of Riverside reserves the right to cancel and/or reschedule performance(s) as necessary.

ADDITIONAL INFORMATION

It is known to get very chilly by the *Festival of Lights* Entertainment Stage. We recommend bringing warm clothing and possibly providing your own heaters for the entertainers. Please keep in mind that changing rooms will not be provided.

If you are interested in participating in the *Festival of Lights Switch-On Ceremony* on Friday, November 28, 2014 please contact the Greater Riverside Chambers of Commerce at (951) 683-7100.

If you need additional information or need assistance filling out the Application, please contact Brenda Flowers at (951) 826-5408 or via email at bflowers@riversideca.gov or specialevents@riversideca.gov.