

Des Moines Arts Festival®

Founded by DES MOINES ART CENTER

Food Vendor Application 2010

We are pleased to invite you to apply as a food vendor for the 2010 Des Moines Arts Festival on June 25-27, 2010 in downtown Des Moines' Western Gateway Park. The Des Moines Arts Festival is a premiere festival opportunity in the Iowa market for the promotion of restaurants and mobile vendors to an audience that averages over 200,000. Participating vendors tap into an exceptional marketing opportunity designed to drive name recognition and food sales. All accepted food vendors will be publicized in advance of the Festival on our official Web site at www.desmoinesartsfestival.org and in the Official Festival Guide distributed on site.

The following items **MUST** be submitted with this application:

- **Booth Fee** – check or money order for booth fee(s), made payable to the Des Moines Arts Festival.
 - _____ \$1,950 Food Booth Fee
 - _____ \$1,950 Beverage Booth Fee (includes coffee, lemonade, juice, etc. – NO water or soda)
 - _____ \$2,250 Food/Beverage Booth Fee (includes additional \$300 for approved beverage sales)

- **Grill Space** – \$500 Grill Space Fee. Required if you need an additional grill space for cooking. Grills are not allowed under tents. Each grill space will be a fenced 5'x10' reserved area outside of your tent area. A photograph and physical description of the grill to be used in this area is required. On-site requests for grill space will not be accepted.

- **Clean-Up Deposit** – All applicants are required to include a **separate check or money order** for the required clean-up deposit (per space) made payable to the Des Moines Arts Festival.
 - \$500 Clean-up Deposit – must be a separate check/money order from booth fees

- **Photo** – If requesting a cart space, a photograph of your cart is required. All other food vendors will be tented by the Festival. **No trailer spaces will be available.**

- **References** – A listing of previous festival experience and references with contact information.

Concession Information

Concession Name _____
(exactly how you would like it to appear in promotional materials)

Contact Person _____

Mailing Address _____

City / State / ZIP _____

Phone (day) _____

Phone (evening) _____

Phone (cell) _____

E-mail (**required**) _____

Web site _____

Menu Items

Deadline for substitutions or changes is Friday, May 14, 2010. All changes must be pre-approved by the Festival. Additional items may be listed on a separate sheet.

Item 1 / Price _____

Item 2 / Price _____

Item 3 / Price _____

Item 4 / Price _____

Item 5 / Price _____

Alternate Items (in case of conflict with other vendors): We do our best to limit similar food items.

Item 6 / Price _____

Item 7 / Price _____

Item 8 / Price _____

Item 9 / Price _____

Item 10 / Price _____

Applications must be postmarked by April 9, 2010.

Return completed application along with all required fees, photos and references to:

Beth Johnson, Production Manager
Des Moines Arts Festival
700 Locust St., Suite 100
Des Moines, IA 50309

Contact Beth with any questions:
Email: Beth.johnson@desmoinesartsfestival.org
Phone: 515-286-4946

Fees and Deadline

Booth space for the three days of the Festival is a flat fee of \$1,950 (excluding required permit fees and electricity). Vendors who require an additional grill space for cooking are required to pay an additional \$500 for the space. Vendors who desire to sell beverages in addition to food will pay an additional \$300 and must be approved by the Des Moines Arts Festival. All vendors must include a separate check or money order of \$500 for a clean-up deposit per space. This check/money order will not be deposited, and will be returned to vendors following the completion of the Festival if booth space is approved by Festival staff to be clean and returned to its original condition. The clean-up deposit will not be returned if trash is left behind and if booth space is left unclean and/or damage has been done to property and/or tent. This includes removing Festival provided signage from site. The completed application along with the booth fee (s) and deposit must be submitted no later than Friday, April 9, 2010. Applications received after this date or incomplete applications will be considered only after all others have been approved. All fees must accompany the application to be considered for acceptance. **All communications following the application process will be done via Email.** Booth, beverage sales fees and grill space fees of accepted vendors will be deposited no earlier than April 19, 2010.

Electricity Fees

- One outlet with 110v/20 amp service = \$30 per outlet
- One outlet with 208v/50 amp service = \$30 per outlet

If additional electrical service is being utilized upon periodic inspections, on-site payment will be required.

If the Festival electricians are required to modify plugs, etc. you will be responsible for the cost of the materials. Payment will be expected for the modification materials before the Festival opens.

What We Provide

The booth space fee includes the following:

- 10'x10' tented space
- Service bar for front serving area
- Two 6-foot-long tables
- Professionally-designed vendor name and menu signage
- Refrigerated truck space, potable water access (direct hook-up not allowed), wastewater/grease barrels
- Convenient vehicle drive-in for set-up and teardown

Ceiling lighting inside tents – no additional lighting is provided

Express Lane

Des Moines Arts Festival offers an *Express Lane* to all artists, sponsors and vendors who present proper credentials/identification. This *Express Lane* provides an option for artists and sponsors who have limited time, but need to quickly pick up food and/or drinks. The Festival will provide signage at your booth to easily identify the *Express Lane*. Please be aware that you are required to honor the use of the *Express Lane* by all artists, sponsors and vendors who present proper credentials. Failure to recognize the credential with the appropriate respect will result in exclusion from future events

Going Green

The Des Moines Arts Festival continues to move forward with our *going green* initiative by taking positive steps to encourage recycling and other environment-friendly practices. To help conserve natural resources, and protect the environment, we require your participation in our waste reduction and recycling program.

For our efforts to be successful, food and beverage vendors are required to use recycled-content products and reduce waste.

Vendors will be required to participate with the following:

- All menu items must be served on products made of post-consumer grade materials. This includes napkins, cups and eating utensils.
- Reduce packaging and dispose of excess packaging properly. Use the Festival's recycling center to deposit unwanted cardboard, paper and plastics.
- Your full participation in this program is required to be accepted. Violation will be cause for exclusion from future events.

Notification

Notification of acceptance will be **emailed** no later than Monday, April 19, 2010, at which time food vendor and grill space checks will be deposited. All booth fees will be returned to vendors who are not selected to participate. Contracts and information packets detailing all setup, operational procedures and required permits will be emailed to accepted food vendors. There will be a **mandatory meeting** of all accepted food vendors on Wednesday, May 12, 2010 at 5:30 p.m. in Des Moines at the offices of the Festival. Out-of-State vendors will be required to attend a mandatory conference call meeting on Thursday, May 13, 2010 at 2:00 p.m.

Festival Hours

Food vendors are contracted to be open and fully operational during the following hours:

Friday, June 25

VIP opening 2 – 4 p.m. (*Optional*)

4 – 10 p.m.

Saturday, June 26

10 a.m. – 10 p.m.

Sunday, June 27

10 a.m. – 5 p.m.