

Rhythm & Booms

2009 Vending Guidelines

Madison Fireworks Fund, Inc. (MFF) will present the 17th annual Rhythm & Booms event on **Saturday, June 27, 2009** (rain date is Sunday, June 28). Rhythm & Booms is Madison's official Independence Day celebration and world-class fireworks display, and the all-day event features live music stages, carnival, baseball game, bingo tent, skydivers, military demonstrations, and many other activities for all ages.

A variety of food items and souvenirs is offered at the event, including our own Rhythm & Booms food booths which are run by volunteers. Proceeds from vending activities at Rhythm & Booms, after expenses, are donated to Madison area children's charities.

Please read the following information carefully – it will allow you to make an informed decision about submitting an application to participate as a vendor at Rhythm & Booms 2009. It also provides information regarding fees and other changes that have been made to the Vending Guidelines for this year's event.

APPLICATION PROCESS

To be considered as a Rhythm & Booms vendor, please complete the enclosed application. If you are a first-time applicant, you must include a photograph of your booth. Application materials must be postmarked by April 17, 2009.

Timeline:

April 17	Application postmark deadline
May 8	Notification of acceptance
June 5	Signed contract, deposit, full payment, and insurance due to MFF

ACCEPTANCE CRITERIA

MFF offers a variety of food and souvenirs at Rhythm & Booms. Your application will be evaluated based on the following conditions:

- Ability to pay security deposits and fees for vending space
- Proposed menu:
 - *Will the items add variety to other vendor offerings?*
 - *Are the items reasonably priced?*
 - *Are the items unique to other concessions?*
- Willingness and ability to fulfill contract:
 - *Complying with contract terms*
 - *Carrying necessary insurance*
- Prior Rhythm & Booms experience
- Other event experience

DATE AND TIME

All vendors are expected to be fully operational on Saturday, June 27 (rain date is Sunday, June 28) from 12 noon to 9:30 PM. (Some vending locations can remain open until 11:30 PM)

RHYTHM & BOOMS CONCESSIONS

MFF and its sponsors sell concessions at several stands situated in Warner Park. Offerings include *burgers, brats, steak sandwiches, hot dogs, potato chips, pizza slices, breadsticks, beer, Pepsi products, and bottled water*. Outside vendors **may not** serve these items.

BEVERAGES

MFF manages exclusive sales of soda (Pepsi products), bottled water, and malted beverages. Participating vendors may conduct sales of other non-soda beverages, so long as those products are applied for, and approved, in advance of Rhythm & Booms. Vendors may not sell malted beverages.

PROPOSED MENU

On your application, please provide a detailed description of each item and its price. Please limit your menu to a few items and be sure to offer your best-selling products. If accepted, a list of approved menu items and pricing will be included with your contract. No changes to accepted menu items and/or prices will be permitted unless approval is obtained prior to Rhythm & Booms. Prices may not change during the event.

PRICING SIGNAGE

All vendors are required to prominently display signage indicating the items offered and their prices, as approved by MFF.

Vendors who do not provide appropriate signage may not be eligible to participate in future events.

HEALTH DEPARTMENT REGULATIONS

Food vendors are expected to fully cooperate with staff members from the Madison Department of Health, who will be on site throughout the event. MFF and Rhythm & Booms officials will stand by all decisions made by the Health Department.

FIRE DEPARTMENT REGULATIONS

All vendors must comply with the Madison Fire Department Temporary Vendor Compliance Guidelines. Please note: These guidelines state that "All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent." A detailed copy of these guidelines will be provided upon acceptance.

ELECTRICITY

MFF is able to provide reasonable electric power to a limited number of vendor sites. If electricity is required, vendors must provide accurate power needs on the application form. Vendors who request power changes on site will lose their security deposits. Vendors will supply their own extension cords and power strips. Vendors may use generators at vending sites where no power is available.

WATER AND ICE

If water is required by vendors, we recommend bringing your own supply. Limited drinkable water may be available at the event and must be hauled in an appropriate food grade container; however crowd density may limit transportation of water.

Ice is available for purchase from MFF in cube (\$6/20lb) or block (\$7/3x10lb blocks) form at the event, providing vendor orders ice from MFF prior to event. More information will be provided upon acceptance. Vendors may not use ice merchandisers.

CLEANLINESS AND WASTE DISPOSAL

Food vendors will be responsible for the periodic removal of their own trash during the event, as well as the cleaning of their site by 12 Noon on the day after the event. Vendors who do not meet cleanliness requirements will lose their security deposits.

INSURANCE

All vendors must have \$1,000,000 liability insurance coverage as specified upon acceptance, naming Madison Fireworks Fund, Inc. and the City of Madison as "additional insureds".

CITY VENDING PERMITS AND FEES

Each vendor is required to apply directly to the City of Madison for a Temporary Restaurant Permit - \$70 (if vending food), \$65 (ice cream & confection items), as well as a Park Vending Permit - \$75 for non-commercial vendors and \$250 for commercial vendors. Vendors who have food vending carts approved by the City for vending on the Mall/Capital Concourse still need to purchase a Park vending permit.

BOOTH SET-UP AND OPERATIONS

All vendors are responsible for providing their own booth, tent or canopy, equipment and, if necessary, food refrigeration. Vendors are responsible for the set up, operation, and removal of all equipment used at their location. Vendors must be set up on Thursday, June 25 or Friday, June 26 – set-up deadline times will be provided upon acceptance. All materials, storage and operations, including preparation and clean up, must remain within the booth space.

VENDING LOCATIONS AND PRICES

Site with power:	\$1,200
(includes 25' frontage – extra frontage may be available for an additional fee)	
Site without power – 25' frontage	\$ 950
(vendor may provide generator)	
Security Deposit (per site):	\$ 200

MFF will try to honor placement requests to returning vendors, but please understand that electricity requirements affect vendor placement.

No commission on vendor sales is payable to MFF after event.

QUESTIONS?

Please contact Deb McCue, Vice President, Madison Fireworks Fund, at mffinc@tds.net or 608-833-6717.

2009 RHYTHM & BOOMS VENDOR APPLICATION FORM

Please provide accurate information and details so we can provide you with the correct power and space requirements. (Please use a separate form for each location.)

Vendor Name: _____ Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Previous Event Experience (If you are a first time applicant, please include a photo of your booth.)

Business and Event References (Three references are required)

Company/Event _____ Contact _____ Phone _____

Company/Event _____ Contact _____ Phone _____

Company/Event _____ Contact _____ Phone _____

Items you will vend:

Item #1 _____ Item #2 _____

Price/portion size _____ Price/portion size _____

Description _____ Description _____

Item #3 _____ Item #4 _____

Price/portion size _____ Price/portion size _____

Description _____ Description _____

Ice Requirements: _____ bags of 20lb cubed ice _____ bags of 30lb block ice _____ I don't require ice

Vending Location WITH Power: _____ Soccer Field (WOLX Stage) _____ Main View _____ (Second Stage)

Equipment that requires power:

Item _____ Voltage _____ Amperage _____

Item _____ Voltage _____ Amperage _____

Item _____ Voltage _____ Amperage _____

Vending Location WITHOUT Power: (vendor provides generator)

_____ Southview _____ Baseball outfield _____ Troy Drive _____ Liberty Food Court _____ Soccer Field

Booth Size (greater than 25' frontage requires extra fees) _____

Please send completed applications by **April 17** to:

Madison Fireworks Fund, Inc.
6515 Grand Teton Plaza
Suite 140
Madison, WI 53719

DEADLINES:

April 17 Application postmark deadline
May 8 Notification of Acceptance
June 5 Signed contract, deposit, full payment,
and insurance certificate to Madison
Fireworks Fund