



January 12, 2015

Dear Friend,

Thank you for your interest in our events. Norfolk Festevents is excited about the 2015 event season and we look forward to possibly working with you. We are continuously working towards making our vendor program better for us, our partners, and most importantly for our guests. Norfolk Festevents realizes that our vendor partners are just as important to the event experience as our entertainment partners. We will continue to enforce our high standards and strive to work with the best.

All concessionaires are welcome to apply, but we are especially looking for local and international cuisine with quality ingredients and variety of menu content, cleanliness, and aesthetics of booth display. Concessionaires must submit a complete detailed menu including prices with application. Spaces are limited to create diversity and provide a successful market for Vendors. Vendors must be present at Festival. No unauthorized vending allowed. All applications are subject to a jury process; Festevents reserves the right to deny any application without explanation. Each year we see an increase in both the quantity and quality of applications we receive, and because of that the application process is highly competitive.

In an effort to be proactive, here are few answers to common questions:

- **Application Deadlines:** While there is not an official due date/deadline for the application process, we start assigning vendors to festivals in mid-March. If you are applying after mid-March we might not accept you due to space constraints or menu/item duplication.
- **Acceptance/Denial Notification:** Each vendor will receive an acceptance/denial letter letting them know what events they are invited to participate in and what we would like them to sell. We do limit items that are being sold to control competition. For instance, we will not allow every food vendor to sell French fries at Norfolk Harborfest nor will we allow multiple wine glass vendors at the wine festivals. NOTE: If you are applying between May-October, it might take us several weeks to get back to you. Please be patient.
- **Lease Agreements:** We facilitate a contractual agreement between each vendor and the City of Norfolk called a lease agreement. These lease agreements are mailed to the vendor approximately eight weeks prior to the event and due to Norfolk Festevents four weeks prior to the event. The leases are submitted to the City of Norfolk's City Attorney's Office for approval. This is mandatory for participation in any of our events! This agreement includes a space fee and a certificate of insurance.
- **Set-Up Information:** All set-up information including vendor load in and load out times, on-site regulations, permit applications, etc. will be included in the lease agreement package. Each vendor must apply for a Special Events Business License through the City of Norfolk and each food vendor must apply for a Temporary Food Permit with the Norfolk Health Department.
- **Equipment:** In 2009 Norfolk Festevents began supplying tents to all retail vendors and some food vendors. If we will be supplying your tent you will be notified in your acceptance letter. Norfolk Festevents does not supply any other equipment unless it is requested at least one month prior to the event. If equipment is requested there will be a rental fee associated with the equipment. However, Norfolk Festevents does not have an unlimited supply of anything and our needs will be met before equipment is rented to vendors. Please be prepared to provide your own equipment!

- **Fees:** Information for space fees and percentage payments for each event are included in this letter. Space fees are due with the lease agreement four weeks prior to the event and percentage payments are due 10 days after the last day of the event.

For more information about Norfolk Festevents, please visit us on the web at www.festevents.org. If you have any questions, please send e-mail to lamays@festevents.org or call the office at 757-441-2345. Thank you for your consideration and we look forward to continuing our partnership.

Best Regards,

Stefanie Lamay
Sales Manager

Enclosures



2015 Event Food Vendor Application Form

Please complete this form and submit it by **March 6, 2015** if applying for July 4th or an earlier event. Applications for all events occurring after July 4th must be submitted by **May 1, 2015**. You may submit the form online or by mail. You will be notified of your application's status approximately 2 weeks after its due date. If approved an acceptance packet will also be mailed by post, and payment must be submitted within 30 days of approval.

Applicant Information

Contact: _____

Business: _____

Mailing Address: _____

City State Zip

Phone: _____

*List a number that is accessible on nights and weekends in case of an emergency

Fax: _____

E-mail: _____

Menu Items

(Menus will be limited to 3-4 entrees, 2-3 sides, and beverages)

Set-Up Information

Dimensions: _____ (Frontage) X _____ (Depth) TENT TRAILER (please circle)

If Trailer, which side is the service side: DRIVER PASSENGER (please circle)

Electrical Requirements

Please list all electrical requirements including lighting. Site is equipped with **110V power, 20 Amp source, 50 Amp source is available but VERY limited.** Power is included in space fee.

Equipment Description	Qty.	Watts	Amps

Total (not to exceed 20 Amps): _____

Past Vendor Experience

Event Name	Date	Event Contact	Phone	Gross Sales

Notable Achievements/Relevant Awards Received

Achievement	Date	Description

Photographs

Vendor must submit (5) photographs with this application. These photos **must** include views of:

1. food and/or products
2. all signage
3. booth interior
4. booth front
5. booth rear

These photos must all have been taken **during full operation**. Applications submitted without the required photographs will not be accepted. Please label all photographs with vendor name. These photographs will remain the property of Norfolk Festevents.

Completing and submitting this form and attachments does not constitute authorization to operate a food and/or non-alcoholic beverage concession operation in Town Point Park.

All information contained herein is subject to change without notice.

Return pages 3-5 as soon as possible to:

Norfolk Festevents

Attn: Stefanie Lamay, Sales Manager

120 West Main Street

Norfolk, VA 23510

2015 Schedule of Events

(Please check the box for the event(s) you are interested in)

Saturday, May 2 – Sunday, May 3, 2015
9th Annual Spring Town Point Virginia Wine Festival
Venue – Town Point Park Theme – upscale, wine sampling
Ticketed & Everyone is Welcome Est. attendance 10,000

Saturday, May 16 – Sunday, May 17, 2015
14th Annual Virginia Beer Festival
Venue – Town Point Park Theme – Beer sampling
Ticketed & Everyone is Welcome Est. attendance 8,000

Friday, June 5 – Sunday, June 7, 2015
39th Annual Norfolk Harborfest
Venue – Town Point Park Theme – Fireworks
Free & Everyone is Welcome Est. attendance 250,000

Friday, June 19 – Sunday, June 21, 2015
26th Annual Bayou Boogaloo & Cajun Food Festival
Venue – Town Point Park Theme – Cajun/Zydeco
Ticketed & Everyone is Welcome Est. attendance 20,000

Saturday, July 4, 2015
33rd Annual 4th of July Great American Picnic & Fireworks
Venue – Town Point Park Theme – Fireworks
Free & Everyone is Welcome Est. attendance 12,000

Friday, July 17 – Saturday, July 18, 2015
33rd Annual Norfolk Jazz Festival
Venue – Town Point Park Theme – Jazz music
Ticketed & Everyone is Welcome Est. attendance 5,000

Saturday, August 15, 2015
15th Annual Norfolk Latino Music Festival
Venue – Town Point Park Theme – Latin Cultural
Free & Everyone is Welcome Est. attendance 3,000

Saturday, September 19, 2015
3rd Annual ETC Indie Music & Arts Festival
Venue – Town Point Park Theme – Music & Arts/Crafts
Free & Everyone is Welcome Est. attendance 8,000

Saturday, September 12, 2015
7th Annual Opera in the Park
Venue – Town Point Park Theme – Performing Arts
Free & Everyone is Welcome Est. attendance 5,000

Saturday, September 26, 2015
3rd Annual Ribtoberfest
Venue – Town Point Park Theme – Beer sampling, BBQ
Free & Everyone is Welcome Est. attendance 8,000

Saturday, October 3, 2015
27th Annual Virginia Children's Festival
Venue – Town Point Park Theme – Family
Ticketed & Everyone is Welcome Est. attendance 15,000

Saturday, Oct. 17 – Sunday, Oct. 18, 2015
28th Annual Town Point Virginia Wine Festival
Venue – Town Point Park Theme – Upscale, wine sampling
Ticketed & Everyone is Welcome Est. attendance 15,000