



2019 FOOD VENDOR INFORMATION

Deadline: Friday, June 7, 2019

VENDOR FEES

\$100 – Standard Registration Fee (Required)

- The standard registration fee includes:
 - One 15' x 15' space
 - One 110 volts/ 15 amp single plug in
 - DOES NOT include tent and tables

\$100 – 15' x 15' Tent and three 8' tables

\$50 – Additional power (110v/15 amp plug in)

\$50 – Service fee (required if cooking onsite)

FOOD TRUCK FEES

\$100 Standard Registration Fee

- The standard registration fee includes:
 - One 15' x 15' space
 - One 110 volts/ 15 amp single plug in
 - Tents and tables are not allowed for food trucks

Vendors are allowed to take breaks during the festival to restock their truck; however, they must have signage to say that they are closed.



SELECTION GUIDELINES AND MENU INFORMATION

Applications will first be evaluated based on uniqueness, quality and price of menu items. Additional focus is placed upon full-service restaurants located within the city of Greenville and Greenville County.

Full-Service Restaurants are defined as brick and mortar businesses whose primary business is providing meals for immediate consumption primarily on premises.

Specialty Restaurants are defined as brick and mortar businesses whose primary business provides snacks, desserts, specialty drinks, etc. Patrons do not typically visit a specialty restaurant to consume a meal, but rather to accompany a meal or serve as a snack.

Food Trucks are defined as an enclosed motor vehicle equipped with facilities for preparing, cooking, and selling various types of food products. Any food not prepared in the vehicle, must be prepared in a DHEC approved kitchen.

Menu Guidelines

- A maximum of five menu items (including drinks) are allowed per vendor.
- Vendors may not combine individual menu items into 'combo plates' and charge more than the five ticket limit.
- All items must be from the restaurant's regularly available menu.
- Food vendors may only sell approved menu items.
- Products and prices may not change before or during the event.
- Beverages sold must be produced at the restaurant, such as homemade iced tea, coffee, homemade lemonade, milk shakes or similar beverages.
- Food items may only be listed once. Variation in the preparation of a menu item constitutes a separate menu item. Condiments and sauces added by the customer are not considered a variation in preparation.
 - Tea (Sweet or Unsweet) – two items
 - Coffee (Hot or Iced) – two items
 - Cake (Traditional or Gluten-free) – two items
 - Flavors of gelato, smoothies, ice cream, cupcakes, etc. – each flavor is a separate item
- Item descriptions must be specific. General listings will not be accepted.
 - Bleu cheese slider, chicken slider, pulled pork slider, etc., not slider(s)
 - Chocolate chip cookie, peanut butter cookie, etc., not gourmet cookie(s)
 - Red velvet cupcake, chocolate cupcake, etc., not cupcake(s)
 - Strawberry smoothie, peach smoothie, etc., not smoothie or fruit smoothie(s)
 - Cheese pizza, pepperoni pizza, etc., not pizza

All food and beverages will be sold by tickets. Tickets will be sold at the festival ticket booths. Price per ticket is \$1 each. Please note: No cash transactions will be allowed. Violators will be asked to leave the festival, with no refund of fees (entry, space, power). **Food vendors will retain 72% of ticket sales, with 28% returning to the event.**



FOOD VENDOR RULES AND REGULATIONS

Vendor Hours

Food vendors must be open and staffed for service the full duration of the event. There are no exceptions to this rule. Festival hours are 5:00 pm – 10:00 pm.

Rain Date

There is no rain date for the event, and there are no refunds due to inclement weather.

Cancellations

Once your business has been selected to participate in Wells Fargo Red, White & Blue, and your acceptance letter has been mailed or emailed, your concession space fee and any additional fees become non-refundable.

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Spaces

Wells Fargo Red, White & Blue reserves the right to assign or reassign any or all booth locations. No guarantee of a specific booth or space is given or implied by Wells Fargo Red, White & Blue.

Food vendors may not share, assign, sublet, donate or trade any portion of their assigned space at the festival. Vendors may not contract with bands, face painters, artists, entertainment, etc. to perform in their truck/ tent space. Individuals providing these services for a vendor will be asked to leave the event immediately. Vendors, their staff, and all equipment must stay within their allotted space. Vendors may not walk into common/ pedestrian areas of the festival site to sell food, distribute menus/flyers/coupons/etc. or escort a mascot. Vendors are prohibited from using any form of amplified sound in their tent area or café space.

Tents/Trucks

Vendors must provide own tent or truck, unless a tent rental request has been submitted and paid in full. Please note that Wells Fargo Red, White & Blue does not provide chairs, extension cords, power strips, lighting, etc.

Banners

Vendors are allowed to bring their own restaurant banners. However, each banner is to advertise/promote their establishment only, and cannot advertise/promote a supplier, sponsor, etc.

Menu Boards

Menu boards with the restaurant name, menu items, and cost per menu item will be provided by Wells Fargo Red, White & Blue and hung by event staff. Please do not write on the menu boards provided by the event. **Vendors may not post or hang any additional signs related to their menus.**



FOOD VENDOR RULES AND REGULATIONS

Beverage Policy

Food vendors and their staff are prohibited from consuming or selling alcoholic beverages during the festival. With the participation of water and soft drink sponsors, you will not be allowed to sell sodas, water, sport drinks, fruit juices, canned and bottled beverages or other "brand name/commercial" beverages.

Paper Products

Food vendors must supply their own plates, bowls, cups (clear plastic preferred for cold drinks, and insulated hot drink cups for hot beverages), napkins, and utensils required for serving food to customers. Paper products may not contain any logo other than the food vendor's logo; supplier/sponsor logos are not allowed on paper products. Styrofoam products are not allowed. We encourage all vendors to utilize biodegradable products where possible.

Merchandise

Vendors may not sell any merchandise such as tee shirts, hats, sauces, salsas, spice blends, dressings, etc. Violators will be asked to leave the festival with no refund or concession space or other fees.

Grease

All used grease must be removed by the vendor at the conclusion of the event. Dumping of grease on or around the festival site or leaving grease behind at your booth will result in a \$1,000 penalty which will be deducted from your ticket redemption payout. A \$50 service fee is required if cooking with grease or a grill on the street.

Insurance

Vendors must supply the City of Greenville with a certificate of general liability insurance listing 'City of Greenville' as an additional insured for the date of the event, July 4, 2018. Any vendor not supplying this document will be excluded from the event. Coverage must be at least \$1,000,000 general aggregate and \$500,000 each occurrence.

Questions

Please contact Mandy Watson at 864-467-2697 or awatson@greenvillesc.gov

Make checks payable to: City of Greenville

All application paperwork is due by June 7, 2019.