



2011 “QUE’IN ON THE RED” Barbecue Festival Vendor Information

We appreciate your interest in applying to be a food vendor at the 2011 “QUE’IN ON THE RED” Barbecue Festival. Enclosed you will find preliminary data concerning the food vendor requirements as well as an application for participation. Please read the information carefully before completing the application. “QUE’IN ON THE RED” will issue invitations based on the information provided in the application. *Incomplete applications will not be considered.* All applications must be hand delivered or submitted by US Mail or express mail service (i.e. Fed Ex, UPS, etc.) to the address below. **No faxed applications will be accepted.** The deadline for food vendor applications is **FEBRUARY 25, 2011.**

All food vendors interested in participating in the 2011 festival must submit a completed application form, a proposed menu with pricing, and a current photograph or layout of their area by the application deadline.

Event Dates & Hours of Operation

QUE’IN ON THE RED will be held on March 18th and 19th at the North Levee Park, 550 North Third Street. The event is held rain or shine. Anticipated attendance for two days is 15,000.

On event days, vendors are expected to be open, staffed and ready for business when the gates open and to operate continuously until the end of the event day. Vendors are not permitted to close early. The hours of operation for each event day are as follows:

	<u>Vendor Sales Begin</u>	<u>Vendor Sales End</u>
Friday, March 18th	4:00 p.m.	10:00 p.m.
Saturday, March 19th	12:00 p.m.	10:00 p.m.

All vehicles must exit the festival grounds two (2) hours prior to gates opening and will not be permitted to re-enter the grounds until one (1) hour after the event closes.

Selection Criteria and Process

Selection of food vendors is based on several criteria. These include, but are not limited to: quality, value and uniqueness of proposed menu selections, ability to effectively service thousands of patrons over the course of the event, experience in high-volume food service at outdoor events, level of professionalism exhibited by signage, equipment and set-up, and local or regional representation.

Menu Selection and Policies

As part of the application process, vendors are required to submit a proposed menu including prices. Selection of vendors is based, in part, on menu items offered as well as value to the patron. Selected vendors may only sell those items listed in their contract and must sell them at the prices specified.

Vendor Fees:

Vendor fees are based on total space required for vending, prep and storage space. Vendors are provided access to electrical and water hook up and a central trash depository. Vendor fees for the 2010 Festival are as follows (**no checks accepted**):

Non-Profit	10' x 30'	\$200.00
Commercial	10' x 30'	\$450.00

Vendor Badges

Each vendor will be provided five (5) admission badges for employees scheduled to work during festival hours. Admission badges must be distributed to employees prior to their scheduled shift. **There is no will call for vendor badges.**

Permits and Licenses

Participating food vendors are expected to comply with all rules and regulations of the Alexandria Police Department, Alexandria Fire Department and the Que'in on the Red Planning Committee. A temporary health permit is **not** required from the Rapides Parish Health Unit.

Additional Requirements and Regulations:

- Participating food vendors will be required to furnish to "**QUE'IN ON THE RED**" a certificate of insurance evidencing a minimum \$300,000 combined single limit general liability coverage naming "**Alexandria Festival Association/Que'in on the Red**" as additionally insured. Vendor shall also have in proof of Workers' Compensation coverage in the amount standard with those required by the State of Louisiana.
- All participating food vendors must display professional looking menu boards specifying menu items and prices. Menu boards must be displayed at all times.
- Food vendors will not be allowed to sell or give away alcoholic beverages.
- Food vendors will not be allowed to sell any non-food items without written permission from "**QUE'IN ON THE RED.**"

Please mail completed application to:

Alexandria Festival Association/Que'in on the Red
City of Alexandria
P.O. Box 71
Alexandria, LA 71309

Applications must be hand delivered or postmarked no later than FEBRUARY 25, 2011. "QUE'IN ON THE RED" reserves the right to reject any and all applications submitted. No faxed applications will be accepted.



**2011 "QUE'IN ON THE RED"
Barbecue Festival
Vendor Information**

Please type or print legibly. Read accompanying information before completing this application.

Company: _____

Address: _____

City/State/Zip: _____

Contact: _____

Phone: Day _____ Evening _____

Other: Fax _____ Mobile _____

Pager _____ E-mail _____

INDICATE VENDOR SPACE:

_____ 10' x 30' Commercial (copy of occupational license required)

_____ 10' x 30' Non-Profit (proof of non-profit status is required)

INDICATE TOTAL ELECTRICAL POWER AND WATER SUPPLY NEEDED

PROPOSED ITEMS AND PRICING

1. _____

2. _____

3. _____

4. _____

5. _____

COMPLETED APPLICATION IS NOT A GUARANTEE OF ACCEPTANCE. THIS APPLICATION IS NOT A CONTRACT AND IS IN NO WAY BINDING TO the Alexandria Festival Association. YOUR SIGNATURE BELOW INDICATES THAT YOU HAVE READ THE ACCOMPANYING INFORMATION AND THAT THE INFORMATION YOU HAVE PROVIDED ON THIS APPLICATION IS CORRECT.

Signature: _____ Date: _____

Mail to: **"QUE'IN ON THE RED"**
The City of Alexandria
P.O. Box 71
Alexandria, LA 71309