



Country Thunder 2010 Food Vendor Application

Dear prospective vendor,

Thank you for your interest in participating in the 2010 Country Thunder West festival in Florence, AZ. Along with this letter, you will find an application to be a vendor at our upcoming festival. Please return the application by the appropriate date for consideration.

The rules and regulations that are enclosed with the application apply to each applicant. It is imperative that you pay close attention to the rules to avoid dismissal from the selection process. Country Thunder will issue invitations based on the information provided in the application. Incomplete applications will not be considered. All applications must be hand delivered, emailed 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 January 18, 2010. No application postmarked after January 18 will be accepted for the 2010 festival. Participation invitations and contracts will be issued via phone and/or US Mail on or before January 22, 2010.

Please mail completed application to:

Country Thunder 2010

Attn: Concessionaire Coordinator

1601 Gulf St # 500

Chattanooga, TN 37408

Or via email to: vendors@countrythunder.com

If you have any questions regarding the application or questions regarding the event details, feel free to contact me during regular business hours.

Best,

Tiffanie Campbell

Vendor Coordinator

Country Thunder

877.999.8008

2010 Food Vendor Application

All food vendors interested in participating in the 2010 Festival must submit a completed application form, a completed Pinal County Application for Event Food Booth form, a proposed menu with pricing, a layout of their area including width and depth, and a picture (photo) of their booth and/or trailer by the application deadline; application and photos may be submitted electronically.

Vendor Contact _____

Company Name _____

Address _____

City _____ **State** _____ **Zip** _____

Telephone DAY _____ **EVENING** _____

E-mail Address _____

Do you prefer to be contacted through e-mail or postal mail?

Tax ID # _____

Items planned to be sold:

Each food vendor accepted into the festival will be required to pay a \$500 participation fee, \$250 clean-up deposit and will be charged for electrical needs. There will also be a 20% commission taken from sales each day of the festival.

Size of Vending Space (width x depth): _____

Electrical needs: _____

Festival Rules & Regulations

Event Dates & Hours of Operation

Country Thunder 2010 will be held April 7 - 10, 2010 at the Canyon Moon Ranch in Florence, AZ. The event is held rain or shine. Attendance averages over 60,000 over the four days.

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 mandatory hours of operation for each event day are as follows; if you desire to open earlier to serve a breakfast menu or stay open later to service the after-hours crowd, please note this on your application:

Wednesday, April 14 th	2:00 pm - 12:00 am
Thursday, April 15 th	11:00 am - 12:00 am
Friday, April 16 th	11:00 am - 12:00 am
Saturday, April 17 th	11:00 am - 11:30 pm

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

Selection Criteria and Process

Selections will be 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. **The appearance of your vending operation is highly important.** Vendors will be notified of their selection status via phone or US Mail on or before **January 22, 2010.**

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, with preference given to vendors that offer unique or more regional cuisine selections at reasonable prices. If selected, your final menu and prices will be subject to approval by Country Thunder. Selected vendors may only sell those items listed in their contract and must sell them at the prices specified.

Coupons

Country Thunder will be using a vendor coupon valued at \$1.00 per coupon. All transactions must be made with these coupons - **NO CASH SALES.** The vendor acknowledges and undertakes that at no time shall the vendor conduct any transactions

with cash. Any vendor found accepting cash will be evicted from the festival site and will forfeit the redemption of all outstanding coupons. Coupons will be redeemed by the vendor at Country Thunder's onsite "Bank." All vendors will be paid out by check at the end of the event (April 17, 2010).

Vendor Fees

Selected vendors will be required to pay a participation fee, clean-up deposit and temporary health permit fee. Vendor fees are based on total space required for vending, prep and storage space. Vendors are provided access to reasonable electrical service and trash pick-up. Vendor fees for the 2010 Festival are as follows:

Participation Fee: \$500 per space (reasonable linear frontage)

Clean-up Deposit: \$250 per space, refundable if space is clean upon load-out

Permits: \$25 Temporary Health Permit

A minimum of 8 linear feet (frontage) and a maximum of 20 linear feet per stand are allowed. Participation fees, clean-up deposit(s) and permit fees are due upon return of the signed contract (**NOT** application).

Vendor Camping: \$150 per spot. Vendor camping is not guaranteed to be inside the bowl area near vendor spaces.

Commission

In addition to the participation fee, all vendors (except those granted product exclusivity) will pay Country Thunder a commission of 20% of gross sales, excluding sales tax. Settlement will be handled on-site on a daily basis or at the end of the event, Saturday, April 17, 2010 - **NO EXCEPTIONS**. Vendors will be required to pay the balance of their commissioned sales along with any additional commission due Country Thunder, during event settlement.

Product Exclusivity

Vendors interested in selling particular menu items exclusively should contact vendors@countrythunder.com to discuss available options. Vendors granted exclusivity for a particular item will pay a higher commission, to be negotiated on an individual basis.

Vendor Badges

Each vendor is provided a number of admission badges for employees. Vendors with a booth space of 20 linear feet and less will receive 6 badges per booth space, while vendors with multiple booth spaces may receive additional vendor badges per booth space, based on need. Additional badges may be purchased in advance of the Festival; information on this will be relayed to selected vendors at a future date. Country Thunder is not responsible for lost or stolen badges. To receive new badges, the vendor will purchase badges at the given vendor rate. 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 Pinal County Sheriff's Office, Florence Fire Department, Pinal County Division of Environmental Health and any other governing authorities' rules and regulations which might apply. Pinal County requires that all vendors have a Temporary Health Permit, which Country Thunder will facilitate on behalf of all food vendors. The total fee for the Health permit is \$25 per booth and must be paid in advance directly to Country Thunder. Each vendor is required to complete the Application for Temporary Event Food Booth and submit it with their vendor agreement contract.

Additional Requirements and Regulations:

- All food and beverage purchases at Country Thunder are by COUPON ONLY. All vendor prices must include sales tax. Vendor must display signage that reads to patron that sales tax is included in the pricing.
- Participating food vendors will be required to furnish to Country Thunder a certificate of insurance evidencing a minimum \$1,000,000 combined single limit general liability coverage naming Country Thunder West, LLC as additionally insured. Proof of automobile and Workers' Compensation coverage with minimum coverage of \$100,000 combined single limit is required as well.
- Vendors must order reasonable electrical service directly from Country Thunder. Vendors are prohibited from bringing their own generators on-site. Electrical service will be provided at a reasonable rate to be announced to the participating vendors upon acceptance.
- All participating food vendors must display professional looking menu boards specifying menu items and prices. Menu boards must be displayed at all times. No changes to menu boards will be allowed without prior consent from Country Thunder. Country Thunder reserves the right to specify what items, brand names and portion sizes may be sold by vendors, as well as prices vendors may charge for menu items.
- All "Official and Exclusive" soft drink and water products must be purchased on-site through Country Thunder. Country Thunder reserves the rights to set the price for soft drinks and waters to be sold by food vendors. Lemonade and tea may be sold by vendors at vendor's discretion.
- Food vendors will not be allowed to sell, give away or consume alcoholic beverages.
- Food vendors will not be allowed to sell any non-food items without written permission from Country Thunder. Use of the name "Country Thunder" or any variation thereof, on any signage, T-shirts, printed materials, etc. will not be allowed without written permission from Country Thunder.
- The solicitation and/or acceptance of tips by participating vendors and their employees is strictly prohibited. Vendors found to be soliciting and/or accepting tips will be fined \$100 per incident, and/or closed and evicted from the event site.