

# Waterfront Village Food Vendor Application

Friday 5/28 – Monday 5/31  
Wednesday 6/2 – Sunday 6/6  
Wednesday 6/9 – Sunday 6/13

## Rose Spirit in 2010

Join us as the Waterfront Village blooms with Rose Spirit in 2010. Now open three full weekends, the Waterfront Village acts as the central hub for all of Portland's Official Festival. Rose Festival activities include four parades, Fleet Week, Dragon Boat Races and nearly 40 other events in and around

Portland that help drive attendance at the Waterfront Village.

The Waterfront Village is Portland's largest and most visible event. Celebrating 103 years the Portland Rose Festival is officially recognized as our City's signature festival!

Join us at the award-winning Waterfront Village, where Portlanders celebrate their favorite family traditions and diverse cultural influences. With exciting attractions, great stage performances, and popular special promotions, the Waterfront Village provides great revenue opportunities to participating food vendors. And in 2010 the Waterfront Village will be easy as **A-B-C**.



[WWW.ROSEFESTIVAL.ORG](http://WWW.ROSEFESTIVAL.ORG)



## A-B-C IN 2010!

- **A - AMERICAN SPIRIT: MAY 28 - 31**  
Memorial Day Weekend features opening night fireworks, Danner Memorial March, Commemoration Ceremony, jet flyover, 21-cannon salute, and a weekend full of All-American music. The village is CLOSED Tuesday, June 1.
- **B - BARBECUE & BREWS: JUNE 2 - 6**  
Featuring the northwest championship barbecue cook-off, beers from everywhere and the Fleet Week visitation of US Navy, US Coast Guard, Canadian Maritime Services and other international vessels. Have some great brisket, ribs, chicken and tasty pork all expertly prepared and smoked by master BBQ chefs and sample famous international beers and newer micro-brews. CLOSED Monday & Tuesday, June 7 & 8.
- **C - CLOWN TOWN & COMEDY CIRCUS: JUNE 9 - 13**  
Offering everything families enjoy from Amazing to Zany including the Rose Festival Clown Corp. It's a goofy extravaganza of everything goofy and cartoony.

## GREAT ATTRACTIONS INCLUDE . . .

- **Funtastic Traveling Shows** – The region's finest, cleanest and family friendliest carnival.
- **Free Family Activities** – From all points north to south and east to west, the Waterfront Village offers wonderful and unusual adventures including: live exotic animal displays, interactive educational exhibits, free give-aways and special guest cartoon characters.
- **Stage Performances** – Free stage performances and great strolling acts provide engaging interactive entertainment.
- **Promotions** - In addition to free admission with fireworks on opening night, an array of other promotions are planned likely including discount ride days, contests, bed races, and marching band parades along Naito Parkway (next to the Waterfront Village).

## FOOD VENDOR PRICING

Site fees for the 2010 Waterfront Village are \$800 plus 25% of all sales. *(Cash registers will be provided free of charge.)*

*For final payments received after April 16th, please add a \$125 late fee.*

## FOOD VENDOR LOCATION OPTIONS

Overall number of food vendors will be reduced to create one food court surrounding a stage and large seating area.

## FOOD VENDOR BEST PRACTICES

The appearance, quality & menu selection offered by our food vendors will be revamped based upon vendors' past overall performance and our attached Best Suggested Food Practices. Each booth's decor, signage, staff attire, customer service and appearance will be assessed along with overall food presentation including quality, cleanliness, menu diversity, cost, appearance, etc.

## PROPOSED MENU

All food vendors must submit a full-proposed menu, including item pricing, with their application. Each vendor may sell a maximum of ten (10) food items, including beverages. Menu items should be consistent within a style of food (Cajun, Thai, Greek, Italian, BBQ, Chinese, Vietnamese, Mexican, Caribbean, etc.). Only approved menu items submitted with your application can be sold. The Portland Rose Festival reserves the right to establish and maintain minimum and maximum pricing limits.

*The Rose Festival reserves the right to: select and place food vendors; require menu adjustments prior to acceptance; and alter food vendor booth assignments based upon: application guidelines & vendor history; food item quality, menu appropriateness or product mix; space availability & site layout considerations; booth appearance and other pertinent factors as determined solely by the Rose Festival.*

## IN ADDITION, WE PROVIDE...

- Great crowd exposure for 13 days and 14 nights
- Tent (20 x 20 ft.) with 20 feet of customer frontage and large shared covered seating areas
- Tent flooring, general overhead lighting, and one 20 amp/120 volt outlet
- Water, waste disposal, trash service, and general seating area clean-up
- 24-hour on-site security inside a fully fenced perimeter
- Ice sold on site and easy and convenient advance rental of chairs, tables and other display items.

# Food Vendor Application

DUE BY FEBRUARY 26, 2010

(Check one please!)

New Food Vendor  Returning Food Vendor

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

On-Site Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## TERMS & CONDITIONS

Space will be assigned on a first-approved and first-paid basis.

The Portland Rose Festival does NOT offer product exclusives to any food vendor, but we place an emphasis on limiting the number of matching offerings and endeavor to allow appropriate spacing between similar products.

**Due Date:** Applications must be postmarked by **February 26, 2010**, to be considered for priority placement.

**This is not a contract. Do not send money with this application. Once approved, accepted food vendors will be offered contracts along with details of participation including insurance requirements.**

**Please sign below to confirm that you have read and understood this application and the terms listed in this packet.**

Signature \_\_\_\_\_

### APPLICATION PROCESS

All food vendor applications **must** include:

- Complete menu list of items to be sold
- Price (or range) of each item
- A photo of your booth set-up

Applications will NOT be considered until all items have been submitted.

### Mail completed application to:

WV Exhibitor Coordinator  
Portland Rose Festival Foundation  
5603 SW Hood Ave  
Portland, OR 97239

- Please add me to the Rose Festival email list!

Thank you for your interest in and support of the Portland Rose Festival!