



SummerFEST 2012

Vendor Information Sheet

Event Information

Location Fort Steilacoom Park
8714 87th Avenue SW
Lakewood, WA 98498



Agenda

- Saturday and Sunday, June 30 and July 1
- Saturday: 10am – 11pm, Sunday 10am – 7pm
- Public Market, Non-profit and Service Provider Vendors operate from 10am – 7pm Saturday and Sunday
- Food Vendors operate from 10am – 9pm on Saturday and 10am – 7pm on Sunday
- Activities include:
 - Musical entertainment on two different stages.
 - KIDZ Zone Play Area
 - Car Show and Motorcycle Rally
 - Historical Tours and Activities
 - Soccer Tournament
 - Safety Fair
 - Demonstrations and Displays
 - Army Strong Fitness Expo
 - Vendor Booths
 - Outdoor Movie at Dusk (Friday evening)
 - Special appearances by Seattle athletic teams.
 - And much, much more!

Vendor Description

Food Vendor	Any vendor selling food or beverages of any kind.
Public Market	Any vendor selling commercially produced products, promoting commercial services or products or selling items that have been hand crafted.
Service Providers	Any vendor or agency that is displaying or providing public information or display, and not for the purpose of direct sales to consumers. Service clubs (i.e. PTA groups) or non-profits (may be asked to provide proof of 501c3 status) wishing to sell or collect items to support their groups are required to purchase a Service Provider 1 vendor booth space.

Vendor Fee Schedule

Non-refundable Application Fee	\$25.00 for all vendors
Food Vendor with Trailer (30'X15' Space)	\$175.00 per day or \$300 for Saturday and Sunday
Food Vendor without Trailer (15'X15' Space)	\$150.00 per day or \$250.00 for Saturday and Sunday
Public Market (10'X10' Space)	\$100.00 per day or \$150.00 for Saturday and Sunday
Service Providers 1 (10'X10' Space) (service providers who are selling or collecting goods)	\$60.00 per day or \$100.00 for Saturday and Sunday
Service Provider 2 (10'X10' Space) (non-profits and public service groups)	FREE with activity that adds to the event (i.e. craft, face painting, etc).

Bonuses and Extras

Become a Preferred Vendor:

- Cost: \$125.00
- What you get:
 - Coupon/Advertisement in the Spring/Summer 2012 Brochure (for preferred vendor applications submitted by 4/6/2012; any submissions after 4/6/2012 will have coupons on-call at event headquarters, vendors supply the coupon or advertisement used.)
 - Preferred vendor sign for your booth.
 - Recognition as a Preferred Vendor on lakewoodsummerfest.com.
 - Food vendors will receive exclusivity of one menu item.
 - And more!

Vendor Referral Bonus:

- \$25 off your own registration fee for SummerFEST 2013 for **each** referred vendor (excluding Service Provider 2 Vendors) who purchases a booth for SummerFEST 2012.

Vendor Requirements

Food Vendors	<ul style="list-style-type: none"> • Must provide your own generators, water and power. • Must have a Pierce County Health Department permit and follow all health department guidelines. • All employees/volunteers working must have Food Handler's Cards. • Must provide a copy of all permits with application. • Must display health permit and food handling cards in booth. • The fee includes a 15'X15' space for food vendors without trailers or a 30'X15' space for food vendors with trailers. Vendors must provide all supplies/equipment. All parts of the booth (including, but not limited to, trailer hitch, barbeque, etc.) must fit within the space provided.
Public Market Vendors	<ul style="list-style-type: none"> • Must provide your own tent, tables and other equipment needed. • Fees include a 10'X10' space. Vendors must provide all other supplies and equipment.
Non-Profits/Service Providers	<ul style="list-style-type: none"> • Must provide your own tents, tables and other equipment needed. • Fees include a 10'X10' space. Vendors must provide all other supplies and equipment. • Service Provider 2's must provide an activity that adds to the event (i.e. craft, face painting, etc.) for the vendor fee to be waived.

Vendor Rules and Restrictions

- SummerFEST 2012 is a public, family friendly event. The Vendor Committee reserves the right to refuse and prohibit any products/service from being sold or distributed.
- The event director's actions and decisions are final.
- The SummerFEST 2012 Committee, staff, volunteers and partners are not responsible for any and all losses or damages of product or property associated with SummerFEST 2012.
- Event vendors will comply with the following conduct and responsibility requirements:
 - Event vendors will ensure that they and their volunteers conduct themselves in a personable and businesslike manner with customers, event staff/volunteers, public and other vendors.
 - All music and noises are to be kept at a comfortable level and are to not bother surrounding vendors.
 - All vendors are to stay within their booth space.
 - All vendors are to have their booth staffed at all times.
 - All will keep their vendor spaces clean and help to keep the premises clear of litter.
- If any vendor should, at any given time, present him/herself in a manner contrary to these rules and regulations, or in a hazardous or offensive manner to the public, other vendors, staff, volunteers, etc, will, upon request of festival staff, immediately stop the offending conduct. Failure to immediately comply will be just cause for revoking a vendor's permit and his/her removal from the event. No refunds will be given.

Set-Up and Tear Down Instructions

- Check-In begins at 6am at Vendor Check-In located at the gravel parking lot located on Angle Lane.
- At the time of check-in, vendors will be given vendor area access instructions and booth location assignments.
- **After** you have checked in you may begin setting up products and equipment.
- Vendor check-in ends at 8:30am. Your booth must be set-up and ready for business by 9:30am. All vehicles must be removed from the vendor area by 9am.
- Public Market, Non-profit and service vendors may begin tearing down their booths at 7pm. Vehicles will not be allowed in or near the vendor area due to pedestrian traffic.
- Food vendors may begin tearing down at 9pm.
- Due to evening activities there will be **VERY LIMITED** drive-up access for tear down; vendors will need to come prepared with hand carts, etc. It is **extremely** important that vendors entering and exiting the park follow the instructions given to them at the time of check-in.

Refund Policy

- All refund requests must be made in writing.
- All refunds will be made in the form of a check.
- No refunds will be processed after June 1, 2012.



SummerFEST 2012 Vendor Application Packet

This packet must be completed and submitted with the appropriate vendor fee by June 1, 2012, to guarantee review of your application for the SummerFEST 2012 event.

Vendor/Company Name

Contact Person

Vendor Contact Information

Mailing Address	City	State	Zip Code
Day Phone	Evening Phone		
E-mail Address			
Second Contact Name	Second Contact Phone Number		

Please give a brief description of your items and/or booth and enclose a photo of the product/booth with your application:

Booth Assignment Requests (if you would like a specific space or would like to be placed next to another vendor, please note that here. We will do our best to accommodate, but are unable to guarantee specific assignments):

Please select the category which best fits your booth: (Please refer to the vendor fee schedule)

<input type="checkbox"/> Food Vendor with Trailer (\$150)	<input type="checkbox"/> Food Vendor without Trailer (\$125)	<input type="checkbox"/> Public Market Vendor (\$75)	<input type="checkbox"/> Service Provider 1 (\$50)	<input type="checkbox"/> Service Provider 2 (FREE with Activity)
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Non-Refundable Vendor Application Fee	\$25.00
Vendor Booth Fee	\$
Preferred Vendor (\$125)	\$
Total Payment Enclosed	\$

Waiver of Liability Release

I assume all risks and hazards incidental to such participation including any damage or loss to myself, my employees/volunteers, my booth and/or my inventory. I hereby waive, release, absolve, indemnify and agree to hold harmless the City of Lakewood, City of Lakewood Parks, Recreation and Community Services Department, event partners, supervisors, staff and volunteers for any claim arising from injury to myself, my staff/volunteers and/or my belongings. Furthermore, in case of any emergency, and I should require medical attention, I give permission for a City of Lakewood representative, or the representative's designee, to secure the emergency medical attention required. Any direction to the contrary should be attached to this form and signed. I agree that pictures taken during the program hours may be used for promotional purposes.

Additionally, I do ____ / do not ____ give permission to the City of Lakewood staff to release my name and mailing address to other public entities hosting or planning to host an event similar in nature.

By signing here I am stating that I have read and understand all pages of this vendor application packet including the event information, vendor descriptions, vendor fee schedule, bonuses and extras, vendor requirements, vendor rules and regulations, set-up and tear-down instructions and refund policy. I also understand that I have not been promised exclusivity for my products and/or services and that my submission of this application and payment does not guarantee my participation in SummerFEST 2012.

Contact Person's Signature

Date

Application Process

All vendor applications will be reviewed by the SummerFEST 2012 Vendor Committee and applicants will be notified of their status within 30 days of receipt.

In order to ensure a wide variety of products and services, we will limit the number of similar vendors. The allotted number of vendors in each category will be selected on a first come, first served basis.

Vendor applications must be postmarked by June 1, 2012. Any application postmarked after June 1, 2012, is subject to being denied space at SummerFEST 2012. Booth space may fill sooner than the printed deadline of June 1, 2012, so early response is recommended.

Please return this packet, photos of products sold and payment (refer to vendor fee schedule) to:

Lakewood Parks, Recreation and Community Services
Attn: SummerFEST Committee
6000 Main Street SW
Lakewood, WA 98499

For SummerFEST Vendor Committee Use Only

Application Approved YES NO Approved By: _____

Notes: _____ Space #: _____