

2008 Art & Apples Festival

September 5, 6, and 7, 2008

Rochester Park • Rochester, Michigan

ABOUT THE 43rd ANNUAL ART & APPLES FESTIVAL

Paint Creek Center for the Arts (PCCA) is seeking food vendors to participate in the 2008 Art & Apples Festival. The Art & Apples Festival is Michigan's second largest juried fine arts festival and is part of Sunshine Artist Magazine's TOP 35 festivals in the nation! Held annually on the weekend following Labor Day in Rochester's 30-acre Park, the Art & Apples Festival includes a variety of food, live entertainment, and free kids art activities. All vendors receive great exposure as over 110,000 festival-goers attend the event each year. Vendors are also noted in the official event guide (quantity: 70,000), radio and television interviews as applicable, and related press releases.

This great community event has been a tradition in Rochester for 43 years and utilizes the help of over 20 non-profit organizations and 400 volunteers. The Art & Apples Festival is the major fundraiser for PCCA, which provides a full range of cultural programs for children and adults in the greater Rochester area and supports artists throughout southeast Michigan.

ART & APPLES FOOD VENDOR POLICIES

- If selected, vendors will submit a \$500 US non-refundable sponsorship fee to PCCA to secure space along with 20% commission of gross sales per festival day.
- If selected, PCCA will have final determination of approved menu items.
- If selected, vendors MUST remain open during all hours of the festival.
- If selected, vendors MUST abide by all rules, regulations and requirements provided in the acceptance package including the NO SOLICITATION rule. Vendors must remain within the confines of the assigned booth space and may not solicit festival attendees near the booth nor throughout the park.
- If selected, vendors will be responsible for all necessities including, but not limited to: tents, tables, chairs, water, health licenses, etc. PCCA will make electricity available for additional fees.
- Note: PCCA discourages the use of trailer units.

APPLICATION DEADLINES

<u>Applications Deadline Extended:</u>	May 15, 2008 (a postmark date with \$25 US non-refundable application fee)
<u>Notification Date:</u>	Week of June 2, 2008
<u>Dates of Festival:</u>	Friday, September 5, 2008 4 – 7:30 PM
	Saturday, September 6, 2008 9 AM – 7:30 PM
	Sunday, September 7, 2008 9AM – 4 PM

INSTRUCTIONS

1. Read and fill out completely all three pages of this application.
2. Mail the required items below to: PCCA, 407 Pine Street, Rochester, MI 48307
 - Current Health and/or Tax Licenses
 - Contact Information Form
 - Menu Form
 - Photo of On-Site Booth
 - \$25 US Non-Refundable Application Fee
 - Additional \$25 US Non-Refundable LATE Application Fee – *if applicable*
3. Make all checks or money orders payable to: PCCA. Credit card payment also accepted, see application.
4. We MUST RECEIVE all of the above in order to process your application. **Do not fax or e-mail this application.**

QUESTIONS?

Contact Karen Cuthbertson, Festival Director at 248-651-4110 or Karen@pccart.org.

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For-Profit Food Vendor Booth Application

Page 2 of 3

Please print clearly.

Restaurant Name: _____

Type of Food/Cuisine: _____
(i.e. Italian, Mexican, Chinese, Soul food, BBQ, Steakhouse, Fine Dining)

Primary Contact Name: _____

Phone: _____

Cell: _____

Fax: _____

E-Mail: _____

Website: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

I prefer to be contacted by: Phone Cell E-mail Mail

Application fee paid by: Check *(enclosed, with vendor name listed, made payable to: PCCA)*
 Money Order *(enclosed, with vendor name listed, made payable to: PCCA)*
 MasterCard Visa Discover *(provide information below)*

Credit Card #: _____ Exp. Date _____ Amount \$ _____

Signature of Owner/Corporation Officer: _____ Date: _____

Name (print): _____ Title: _____

FOR OFFICE USE ONLY	<input type="radio"/> ACCEPTED <input type="radio"/> DECLINED <input type="radio"/> LETTER SENT
POSTMARK DATE REC'D: _____	COMMENTS:
APPLICATION FEE REC'D <input type="radio"/> YES \$ _____	
LATE APPLICATION FEE REC'D <input type="radio"/> YES \$ _____	

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Please provide a preliminary list of food and beverage menu items, with customer pricing, that you would feature at the festival if selected. *Please print clearly.*

Note: Efforts are made to avoid duplication of food and beverages, PCCA will have final determination of approved menu items. We LOVE to see apple related products!

Menu Item	Taste Size (oz.)	Taste Price (\$)	Full Portion Size (oz.)	Full Price (\$)
<i>Example: Chicken Wings</i>	<i>1 oz.</i>	<i>\$3.00</i>	<i>5 oz.</i>	<i>\$5.00</i>
1.)				
2.)				
3.)				
4.)				
5.)				
6.)				
7.)				
8.)				
9.)				
10.)				

Booth Space Request

Please check one box that will accommodate your total footprint including space needed inside and outside of your tent (i.e. tables, cooking units, grills, etc). **Note: PCCA discourages the use of trailer units.**

- | | |
|---|---|
| <input type="checkbox"/> I am interested in a 40' w X 20' d
<input type="checkbox"/> I am interested in a 30' w X 20' d
<input type="checkbox"/> I am interested in a 20' w X 20' d | <input type="checkbox"/> I am interested in a 20' w X 10' d
<input type="checkbox"/> I am interested in a 10' w X 10' d
<input type="checkbox"/> Other: _____ ' w X _____ ' d |
|---|---|

Signature of Owner/Corporation Officer: _____ Date: _____

Name (print): _____ Title: _____