

The 2011 White Rock Lake Festival

Saturday, April 30 and Sunday, May 1, 2011



FOOD/BEVERAGE VENDOR APPLICATION

Deadline: April 15, 2011

Company _____ Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Cell Phone _____

Email _____ Fax _____

I want to participate in the 2011 White Rock Lake Festival as: Food Vendor Beverage Vendor

Detailed description of items to be sold: _____

I agree to pay the White Rock Lake Foundation 30% of gross ticket sales sold at the Festival.

Yes, I need to reserve a 10' x 10" covered tent and wood flooring for a fee of \$175. *Payment is enclosed.*

Power Requirements: _____

I have my own self-contained vendor stand, trailer, and/or vehicle and agree to pay an Exhibitor Fee of \$175 EACH 10' X 10' SPACE REQUIRED (see calculation below). *Payment is enclosed.*

Total dimensions of self-contained stand, trailer and/or vehicle including hitch = _____ square feet

Total number of 10' X 10' Exhibitor Spaces required _____ X \$175 per space = \$ _____

Weight of stand, trailer or vehicle = _____ lbs

Power Requirements: _____

AMOUNT OF PAYMENT ENCLOSED: \$ _____

Form of payment: CHECK CASH **CREDIT CARD:** MASTERCARD VISA AMEX

Name on Card: _____

Card Number: _____ Exp: _____

Waiver and Indemnification:

For good and valuable considerations received, the undersigned agrees to indemnify and hold harmless the White Rock Lake Foundation, its members, officers, directors, employees, sponsors, volunteers, contractors and agents from any and all liabilities, obligations, claims, damages, diminution in value, costs and expenses (including all court costs and reasonable attorney's fees) that the undersigned may suffer or incur prior to, during or following participation in the White Rock Lake Festival, including injury to persons or property under my control or to persons or property of my agents, employees or invitees from any cause, including but not limited to theft or loss of property. The undersigned recognizes the hazards of participation in an outdoor event and assumes all risks of participation.

Applicant's Signature: _____ **Date** _____



PO Box 140277 • Dallas, TX 75214 • 214-821-2077
Fax 214-367-8774
Email: info@whiterocklakefoundation.org
whiterocklakefoundation.org
Federal Tax ID # 75-2483363

Office use only:

Date received: _____

Check# _____

Amount \$ _____

Vendor / Exhibitor Contract



Festival Information

Location

Boy Scout Hill at White Rock Lake

Date

Saturday, April 30 and Sunday, May 1, 2011

Hours

Saturday - 10am - 8pm, Sunday - 10am - 7pm

Projected Attendance

10,000

Admission to Public

Adults \$5.00 contribution to White Rock Lake Foundation

Children age 2-12 \$5.00 admission to the Children's area – under 2 free

FOOD/BEVERAGE VENDOR SPACE

Each Food/Beverage Vendor 10'x10' space fee is \$175. Vendors are to provide their own signage, display materials, racks, tables and chairs. We encourage all participants to be prepared for any inclement weather with appropriate rain covers or tents with tie-downs. Upon receipt of space fees, space will be assigned on a first come, first served basis. Individual space assignments are made to create a mix of media. Attempts to honor specific space location requests will be made, however no guarantees can be made.

EXHIBITOR AND MERCHANDISE VENDOR SPACE

Each Exhibitor/Merchandise Vendor 10' X 10' space fee is \$125. We encourage all participants to bring their own tents. If you are unable to provide your own tent, you may rent a tent for an additional fee of \$100. Vendors are to provide their own signage, display materials, racks, tables and chairs. We encourage all participants to be prepared for any inclement weather with appropriate rain covers or tents with tie-downs. Upon receipt of space fees, space will be assigned on a first come, first served basis. Individual space assignments are made to create a mix of media. Attempts to honor specific space location requests will be made, however no guarantees can be made.

Electricity

All vendor spaces will be equipped with a duplex outlet with a minimum of 500-watts power to use. Vendors are required to provide extension cords for their space. Vendors are to provide interior lighting. Food and beverage vendors must bring all refrigeration and cooking equipment needed.

Security

Security is provided 24 hours each day, however, vendors are responsible for their own booths and money collected during the event. The White Rock Lake Foundation, its members, sponsors and contractors are not responsible for any liability that may arise during the Festival. A signed waiver is required (see application form).

SALES

Food and Beverage Vendors will accept festival tickets only for payment. Festival tickets will sell for \$1.00 each. Food and beverage vendors must bring signage for number of tickets needed for their product sales. Food and Beverage Vendors will be given an accounting sheet and provided with a ticket box for holding tickets. Ticket accounting will be turned in each day. Each food and beverage vendor will be given 70% of their ticket sales at the close of the Festival.

Exhibitors and Merchandise Vendors are free to accept any form of payment they prefer and there is no percentage of sales payable to the White Rock Lake Foundation.

PERMITS AND INSURANCE

Food and Beverage Vendors are to provide proof of insurance. The White Rock Lake Foundation will secure a temporary liquor permit and blanket food permit for the White Rock Lake Festival. *Please enclose a list of food/beverage items to be sold with application.*

Exhibitors and Merchandise Vendors are to provide proof of insurance.

Vendor Parking

Vehicles will be permitted on the festival premises for load in and load out. There will be designated parking areas provided for vendors and exhibitors during festival hours.

Set-up, Closing and Take Down

Early set up will begin Friday, April 29th at 12:00 noon. Check-in will be between 8:00am-10:00am Saturday, April 30. If you have not checked in by 2:00 pm Saturday, your space may be forfeited. You may close your booth after the Festival has ended each night. 24-hour security on premises is provided. You may leave your merchandise on the festival grounds Saturday night. On Sunday evening, after the Police Department has notified us that all patrons have left the grounds, participants and vehicles will be allowed in designated areas for the removal of all property. The Foundation requests that vendors not break down tents until the close of the Festival.

Cancellation Policy

Space fees will be refunded minus a \$50 cancellation fee, if notice is received in writing by email or fax by April 15, 2011.

IN CASE OF INCLEMENT WEATHER RESCHEDULE – FALL, 2011

Mail Completed Exhibitor/Vendor Application to:

The White Rock Lake Foundation
P.O. Box 140277
Dallas, Texas 75214
(No certified mail, please)

For more information:



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