

**Burke Marketing**  
**4720 S. Progress Court**  
**Veradale, WA 99037**  
**(509) 921-5579**

April 18, 2011

Food Vendor Friend,

You are invited to participate in the 32<sup>nd</sup> Annual Pig Out in the Park, August 31 – September 5, 2011, in Riverfront Park, Spokane, Washington. Pig Out in the Park is Spokane's favorite food event. During our six-day run approximately 90,000 hungry people attend the event. This year our event sales goal is to increase overall food sales by another 10%. With your help I know we can.

One of the ways to do this is to have better organization, so applications for the 2011 Pig Out in the Park are being mailed a month earlier than normal. This advance booth marketing will sell all of the booths sooner, confirming participation in advance with specific booth locations and menu items offered at the event. One obvious way to help increase sales is to have accurate event map in the program, so no more moving booths at the last minute. To find new food items and create stronger competition for a Pig Out in the Park vendor booth space we are advertising for new food vendors in several Pacific Northwest markets.

Our free concert entertainment continues to draw large appreciative audiences. The readers of the Pacific NW Inlander Magazine have again recognized Pig Out in the Park with two prestigious awards, Spokane's *Best Community Event* and the area's *Second Best Outdoor Music Festival*. We know the greater-Spokane community is looking forward to another great celebration of food and live entertainment. Your participation is by invitation only and there will only be 48 food booths at the 2011 Pig Out in the Park. To help make Pig Out in the Park a great opportunity, we will not increase participation prices this year.

2011 Pig Out in the Park Participation guidelines and policies:

- Cash register sales tapes with daily commission settlements are required (No one is Exempt). We appreciate your cooperation.
- Daily 9 am Vendor Meeting attendance is required for your participation at the event. To make the most of your Pig Out in the Park experience and to maximize sales profits, our morning vendor meetings are more important than ever.
- To be located in the area called Honey Locust Lane your booth must fit between the trees (approximately 17'). We appreciate your cooperation.
- Double booths will be determined on an individual basis (No exceptions).
- Participation paperwork must be completed by August 1, 2010 (Insurance Certificate, completed Application, Booth Diagram/Layout, Menu Items and Spokane Regional Health District Permitting).
- Booths will be reserved with a \$1,000 booth deposit, due with your application. All remaining booth fees are due by August 15, 2011. We appreciate your cooperation.

Sign up for your Pig Out in the Park food vendor booth today. Don't wait. We will sell all booths quickly. Thank you again for your continued support. The 2011 Pig Out in the Park will be our best event yet!

Cordially,



Bill Burke

# 2011 Pig Out in the Park

## 2011 PARTICIPATING VENDOR INFORMATION SHEET

**Event Dates:** August 31 – September 5, 2011 (a six (6) day event)

**Location:** Gondola Meadow, Clocktower Meadow, Howard Street Bridge, Riverfront Park, Spokane, Washington

**Times of Operation:** Wednesday, Aug 31, 2011, 10 AM to 10 PM, Thursday, Sept 1, 2011, 10 AM to 10 PM, Friday, Sept 2, 2011, 10 AM to 10 PM, Saturday, Sept 3, 2011, 10 AM to 10 PM, Sunday, Sept 4, 2011, 10 AM to 10 PM and Monday, Sept 5, 2011, 10 AM to 10 PM. Food Vendors must be open all hours.

**What Can You Serve:** Any three (3) Items, plus a dessert. **No Beverage Sales.** Riverfront Park also reserves the rights to serve certain food/treat items. Please check with event organizer for any possible restricted item you may wish to serve.

**Food Prices:** 2011 per unit food sales high price is \$8.95.

**Booth Requirements:** Food Vendor Booths must have cover from above, sides, a mat floor, and have a solid front counter (preventing booth entry from the front). Booth design must also include event decoration, adding to the festive nature of the event. Booth sizes are no longer than 16' across the front and 10' deep, with a small work area behind. Booths over 16' will pay an additional \$75/per foot booth fee.

**Multiple Booths With One Owner:** As In the past, a vendor may purchase more than one booth. Each requested additional booth will be review by the organizer and approved only after certain Health District/Event Participation/City of Spokane requirements are met.

**Power Requirements:** Your cost for electrical service and electricity will be \$225 to \$495 for all six (6) days. This amount will be determined by your equipment draw, service installed and the amount of power used.

**Refuse Fee:** Your cost for refuse will be \$75 for all six (6) days.

**Spokane County Health District Requirements:** Participants must follow all Spokane County Health District requirements and regulations. Participants will have Health District Applications completed and in to the Health District by **August 1, 2011**. Permit and Food Handlers Cards must be displayed in booth.

**Fire Department Requirements:** After we receive your application you will receive information and acknowledgement forms from the Spokane Fire Department, please read carefully, sign and return forms to Burke Marketing.

**Booth Floor Plan:** All vendors will provide the event organizer a drawn floor plan of the vendor's booth for approval by the Spokane Fire Department (see attached). Changes in the booth layout cannot be made from this approved floor plan without approval from the event organizer and Fire Department.

**Your Cost:** Your 2011 booth fee is \$2,475, plus an 8% sales commission (paid on gross sales daily- no deductions, no exceptions), plus electric fee and refuse fee. Booth Fee is due with signed application. Participant must also provide proof of \$1,000,000 General Liability Insurance, naming: Burke Marketing, The City of Spokane and Six Bridges Arts Association as Additionally Insured.

# 2011 Pig Out in the Park

## FOOD VENDOR APPLICATION

Booth/Vendor Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone Number \_\_\_\_\_

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

Email Address \_\_\_\_\_

Food/Menu Items 1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Desert Item \_\_\_\_\_

Electrical Requirements (be very specific) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fee Paid \_\_\_\_\_

**CONSIDERATION OF SAFETY, CONTROL, AND ORDER, REQUIRE THAT RIVERFRONT PARK, THE CITY OF SPOKANE AND BURKE MARKETING AND PROMOTIONS AUTHORIZE AND REGULATE ACTIVITIES OF VENDORS DURING AND/OR IN CONJUNCTION WITH THE EVENT. THE VENDOR HEREBY AGREES TO:**

ABIDE BY AND CONFORM TO ALL RULES AND REGULATIONS ADOPTED BY THE SPONSORS AND PROMOTER OF THE 2011 PIG OUT IN THE PARK. COMPLY WITH ALL LAWS, ORDINANCES OR REGULATIONS IMPOSED BY THE CITY OF SPOKANE OR THE STATE OF WASHINGTON, APPLICABLE TO THE ACTIVITIES THEY INTEND TO PERFORM. TO DEFEND, INDEMNIFY, AND HOLD HARMLESS RIVERFRONT PARK, THE CITY OF SPOKANE, BILL BURKE, SIX BRIDGES ARTS ASSOCIATION AND ANY RELATED OR AFFILIATED ASSOCIATIONS OR SUBSIDIARIES, AND THEIR OFFICERS, DIRECTORS, TRUSTEES, EMPLOYEES, REPRESENTATIVES AND AGENTS, AND EACH OF THEM FROM ANY AND ALL LOSS, COST, OR EXPENSE, INCLUDING ATTORNEY'S FEES, INCURRED OR ARISING OUT OF ACTS OR OMISSIONS OF THE VENDOR OR ANY OF ITS EMPLOYEES, REPRESENTATIVES OR AGENTS IN CONNECTION WITH SUCH VENDOR ACTIVITY.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**DEADLINE FOR BOOTH REGISTRATION AND ENTRY...AUGUST 1, 2011, BUT DON'T WAIT. There are only a limited number of booth spaces available, so sign up now. COMPLETE AND MAIL TO: 2011 Pig Out In the Park, c/o Burke Marketing, 4720 S. Progress Court, Veradale, Washington 99037.**

# 2011 Pig Out in the Park

## Food Vendor Booth Layout Form

Booth/Vendor Name \_\_\_\_\_

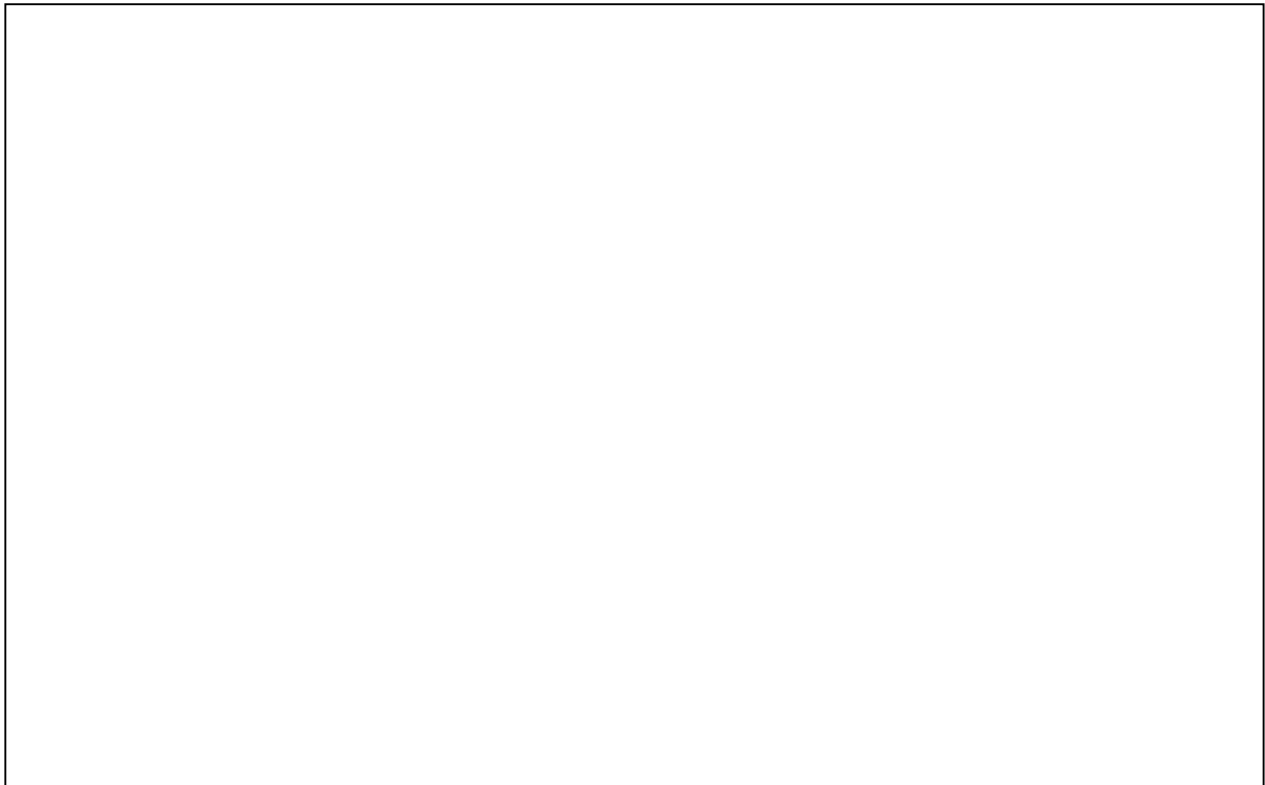
Contact Name \_\_\_\_\_

Contact Phone Number/Cell Number \_\_\_\_\_

Email Address \_\_\_\_\_

Booth Owner's Signature \_\_\_\_\_

**(please draw in all equipment, tables and utility locations within your booth)**



Electrical Requirements (be very specific) \_\_\_\_\_

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