



Madison Festivals, Inc. is accepting applications for the 2017 Taste of Madison scheduled for **Saturday, September 2nd** and **Sunday, September 3rd** on Capitol Square in Madison, Wisconsin. Taste of Madison showcases the best of Madison's many restaurants while offering free entertainment on a variety of music stages. Taste of Madison is also proud to support over 50 local non-profits with charitable donations from the event.

2017 EVENT INFORMATION

LOCATION:

Madison's Capitol Square

EVENT DATES & HOURS:

Saturday, September 2: 2:00pm-8:30pm

Sunday, September 3: 11:00am-7:00pm

KEY DATES FOR PARTICIPATING VENDORS:

- **Friday, April 28 @ 12:00PM**
 - o Applications due (include a restaurant/catering menu)
 - o \$300.00 deposit due with application

- **Friday, May 5**
 - o Madison Festivals will notify applicants of selection status by this date and send out final registration paperwork.

- **Monday, June 26 @ 5:00PM**
 - o All restaurant contracts and related materials must be submitted
 - o All booth fees MUST BE PAID IN FULL
 - o Vendors not meeting June 26th deadline will forfeit booth space and security deposit.

- **Tuesday, July 11 – 11AM-2PM** (*check in at a time that works best for you*)
 - o **MANDATORY RESTAURANT MEETING**
 - o Participants that miss this meeting will forfeit booth space.
 - o Participants that miss this meeting will forfeit security deposit.

Please note that you are **not guaranteed space directly behind your booth. Please plan accordingly.*

2017 RULES AND REGULATIONS

ELIGIBILITY:

1. Vendors must be a restaurant, food cart, or caterer.
2. Vendors' business must be in Dane, Columbia, Dodge, Jefferson, Rock, Green, Iowa, or Sauk County.
3. Vendors' menu items must be available for retail purchase in one of the above listed counties
4. Vendors' menu items must be reflective of their standard (day-to-day) or catering menu.

A vendor may be deemed ineligible if:

1. Vendor does not meet requirements listed above.
2. Vendor is serving the same style of cuisine as several other Taste of Madison vendors (i.e. if five vendors serve pizza, a sixth may not be deemed beneficial for the event).
3. Vendor owes outstanding fees to Madison Festivals.
4. Vendor has had repeated violations from previous Taste of Madison events.

Madison Festivals, Inc. retains the sole right to determine eligibility and participation of vendors.

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GENERAL INFORMATION

BOOTH SPACE:

- Vendors may purchase a single or double space at the event (**NO TRIPLE BOOTH SPACES**).
- Vendor is permitted only one location on Capitol Square.
- Single space* (10'x10') receives a canopy, (3) 20-amp power drops, (3) three tables, (4) tent weights and includes city permit fees.
- Double space* (10' x 20') receives a canopy, (6) 20-amp power drops, (5) five tables, (8) tent weights and includes city permit fees.
- We encourage vendors Additional equipment or power may be pre-ordered before the event.
- Vendors who order additional equipment/power on site will be invoiced following the event or have funds withheld from security deposit.

MENU ITEMS:

- Menu items must be 6 oz. or less.
- Vendors are prohibited from selling beverages.
 - o Smoothies are **ONLY** permitted for **smoothie-only** vendors. If you are selling a smoothie, you cannot also sell food.
 - o Smoothies must be 12 oz. or less.
 - o This includes fresh-squeezed lemonade, juice, water or soda.
 - o The number of smoothie vendors will be strictly limited.
- Menu items must be priced at \$4.00 or less.
- Vendors with single* (10'x10') space may serve three menu items per day.
- Vendors with double* booths (10'x20') may serve six items per day.
- Vendors may serve additional items at a cost of \$100 per item, per day.**

***Single booths are limited to (2) additional items per day; double booths are limited to (3) additional items per day.*

Please note that you are **not guaranteed space directly behind your booth. Please plan accordingly.*

MANDATORY MEETING:

- ALL selected vendors must attend the Mandatory Restaurant Meeting on Tuesday, July 11, 2017!
- Vendors failing to attend mandatory meeting will:
 - o Forfeit booth space
 - o Forfeit security deposit

FEES:

- Security Deposit
 - o Vendors must pay a \$300 security deposit with their application. This deposit will be returned if the vendor:
 - Is not selected for participation
 - Is selected for participation, attends the Mandatory Meeting, follows all event rules and guidelines, and does not incur any additional charges during the event
 - o The deposit will be forfeited if the vendor:
 - Withdraws from the event after June 26
 - Does not attend the Mandatory Meeting on July 11
 - Violates event Rules and Guidelines
- Booth Fees (does not include \$300 deposit)

Single booth* (10'x10')	\$780
Double booth* (10'x20')	\$1,485 (5% discount)

APPLICATION PROCESS

1. Any vendor is welcome to apply for a booth in the 2017 Taste of Madison.
2. Applications must be received by **Friday, April 28, 2017 at 12pm.**
3. Vendor must submit with the application:
 - a. \$300 security deposit
 - b. Copy of restaurant/catering menu.
4. All applicants will be notified of selection status by May 5, 2017.

Vendors who miss the application deadline or apply after booth spaces have been filled will be put on a waiting list. The security deposit will be returned in full to vendors on the waiting list that cannot be accommodated in 2017.

Selected vendors must have all event paperwork and booth fees paid by 5:00 PM Monday, June 26, 2017 or vendor will forfeit their booth space and security deposit.

Each vendor will receive a Taste of Madison Restaurant Handbook upon selection that includes details regarding set-up, tear down, event procedures and rules & guidelines.

Please note that you are **not guaranteed space directly behind your booth. Please plan accordingly.*

2017 TASTE OF MADISON VENDOR APPLICATION

*This is ONLY an application. Full paperwork will be provided to accepted vendors by May 5.

Please Print and Fill Out Completely

RESTAURANT INFORMATION

Company/Legal Name			
Restaurant Name (Doing business as)			
Restaurant Address			
County	City, State	Zip	
Contact Person for Event			
Restaurant Mailing Address (if different from above)			
Daytime Phone			
Email Address			
Website			

Type of business (check one): Restaurant Catering Food Cart

Type of cuisine (Ex. Italian, Indian): _____

Number of booth spaces requested (check one): Single* (10'x10') Double* (10'x20')

Do you plan to use food cart, trailer, other large item on-site at Taste of Madison? Yes No
If yes, please explain/list _____

Is having this/these item(s) on-site imperative to your set up plan? Yes No

Proposed menu items (*Must be specific and representative of your regular restaurant/catering menu*):

1.	4.	7.
2.	5.	8.
3.	6.	9.

I have included a copy of my restaurant's menu with this application

SECURITY DEPOSIT DUE WITH APPLICATION

Amount due	\$300
Amount enclosed	\$
Check number	

Checks payable to: Taste of Madison
5976 Executive Drive, Ste B
Fitchburg, WI 53719

NEW! See deposit section for rules on deposit return. We will only cut deposit checks back to the business or vendor, NO RETURNS TO INDIVIDUALS!

I signify that I have read and understand the rules and regulations listed above and will abide by all agreed upon terms.

PRINT Name: _____

Signature: _____ Date: _____

*Please note that you are not guaranteed space directly behind your booth. Please plan accordingly.