

2010 FESTIVAL DE LA FAMILIA FOOD APPLICATION

Sunday, April 25, 2010 • 10:00 a.m. to 6:00 p.m.

APPLICATIONS MUST BE BROUGHT TO AN ORIENTATION BEING HELD APRIL 1, 2010

Festival de la Familia is Sacramento's premier Latino Heritage celebration, designed to showcase the Latino community and culture. This year's Festival is planned for Sunday, April 26, 2010, will be held at Cal Expo. The Festival includes traditional foods, authentic and original arts and crafts, varied entertainment on four stages, children's activities, community outreach for services, and much more. Our goal is to offer a wide variety of Latino cuisines. Participation is open to all who can demonstrate an ability to enrich the event.

Applications must be completed and hand-carried to the food vendor orientation scheduled for April 1, 2010, to be accepted for participation. A late application may be considered through April 10, 2010 depending on space availability or in the case where another food vendor drops out of the event. The application includes information regarding the event, criteria for participation, selections process, space/booth details, fees, permits, and other specific details. If you have questions about this application and/or need further details, please call (916) 359-0594.

CRITERIA FOR PARTICIPATION: This is primarily a cultural event. All participants, including commercial vendors, must meet the overall participation criteria set by Festival de la Familia, Inc.. Participant(s) may be an individual, group, a community organization, or an established business. All interested participants must have an understanding and appreciation of Latino cultures and people; booths must promote a positive image of Latino values, contributions and culture. Booths should have bilingual personnel available throughout the event. Preference will be given to vendors with a demonstrated record of servicing the Latino community in a positive manner. Food vendors must demonstrate an ability to serve a large number of people while following the health department requirements for food safety and preparation. Diversity of different Latino foods will be considered a high priority.

SELECTION PROCESS: Once applications have been received, the Selection Committee will review and select those that best satisfy and meet the goals and selection requirements of the Festival de la Familia. **Selected applicants are required to pay an initial fee of [half (1/2) the booth fees] at the orientation session scheduled for April 1, 2010.**

FEES: The initial fee paid at orientation is non-refundable. The security deposit fee will not be collected this year, however, any vendor failing to clean their own area can be excluded from future events and additional charges may be assessed. All fee payments should be made payable (cashier's check, money order only) to *Festival de la Familia*. Cash will also be accepted at the orientation. Vendor fees include a 10 x 10 space, one table, 2 chairs, and a regular food booth canopy. If you use an open flame in the booth, for any reason, you are required to provide fire retardant canopy at your own expense. The remaining fees must be postmarked or otherwise submitted no later than **April 17, 2008.**

PERMITS: All food vendors must have a Seller's Permit issued by the California State Board of Equalization. If your group or company does not have a Seller's Permit number, a temporary number may be issued. Contact the Board of Equalization Office At (916) 227-6700 for an "Application for Temporary Seller's Permit". Food vendors must also comply with the County of Sacramento's Environmental Health Division requirements for food preparation (including day of event permit). If other permits or business documents are necessary you will be notified. If your group or company already has a Seller's Permit number, please provide it on your application.

BOOTH SALES REQUIREMENTS:

- 1.) Only Coca-Cola company drinks, including water products, can be sold at Cal Expo.
- 2.) **All vendors must have a valid California Seller's Permit.** If you do not have a re-sale number, please call the Board of Equalization at (916) 227-6700 to request a one-day permit.
- 3.) **All vendors must submit proof of Product Liability insurance.** Contact your insurance carrier and ask for a Certificate of Insurance that specifies Product Liability and submit a copy with your booth fees on or before April 17, 2010. If you do not submit a Certificate of Insurance that specifies Product Liability, you will be required to pay an additional \$150 fee no later than April 23, 2010, for insurance coverage through Cal Expo.
- 4.) **No custom cooking trailers will be allowed in this year's event. With the exception of a couple of food specialties vendors.**

