



## 2017 EVENT INFORMATION

**EASTLAND MALL, JUNE 4, 2017**

Thanks for your interest in participating in the first annual Evansville Food Truck Festival. Our goal is to provide local and regional food trucks an opportunity to showcase their offerings within an exciting food truck environment. Coupled with music, beer and a friendly food truck competition, we hope to make this a big success for you and a great experience for our community. With huge crowds attending similar food truck festivals in other markets, our festival will likely become one of the largest annual events in Evansville!

Please review the participation information below, and then complete and submit the application agreement form along with payment to address provided. Early bird deadline for submitting your application is April 15th. Final application deadline is May 15th. By submitting your application, you agree to the terms of the agreement, and verify that you hold the proper permit, approvals and insurance to conduct food truck business within Evansville, IN.



**IMPORTANT:** If you anticipate participating, please send an email to [Trucks@EvansvilleEvents.com](mailto:Trucks@EvansvilleEvents.com) so that we will have a sense of the total number of likely food trucks and can plan accordingly.

## GENERAL VENDOR INFORMATION

Evansville Food Truck Festival will be held at Eastland Mall on Sunday, June 4, 2017 from noon until 6 p.m. The event is open to the public for a general admission fee of \$5 sold day of event. There will also be Passport and VIP ticket options available online and sold in advance of event (details below).

**LOCATION:** The food trucks will be set up in a square shaped in parking area adjacent to, and facing, Green River Rd. (A diagram map with truck locations will be provided two weeks ahead of event.) As food truck sizes



vary, please make sure to provide the length and width that you will need on the application. Please also provide approximate weight as lighter trucks and carts will be positioned on the grass. All outdoor space agreements are for the ground, as-is, tents or any other structures are not included. A portable fence will be set up to enclose event activities, which will include food trucks, additional vendor booths, a stage for music and judges, beer pouring area, various tables and seating, and kids area.

**SET UP:** Food truck and vendor set up is from 7:30 a.m. until 10:30 a.m. on the day of event. One parking pass per food truck/vendor will be provided for personal vehicles in the reserved parking area. Final instructions along with parking instructions will be provided to participants two weeks prior to the festival. Food trucks/vendors must be open, staffed and ready to operate by 11:45 a.m.

**COMPETITION:** All commercial food trucks will be eligible for the festival's "People's Choice Award", determined by festival attendees. A celebrity judges' contest will also be held, determining several category winners plus the "Evansville Food Truck Festival Champion". (Additional details and judge's criteria will be provided by April 1). All winners will receive a plaque, featured in various media...*plus 2017 bragging rights!* People's Choice and Festival Champion winners will also receive a cash prize of \$100 each.

**RATE:** Participation fees are as follows:

- **Food trucks/trailers \$150** (paid before 4/15/17) or **\$175** (after that date)
- **Food push carts/tents \$100** (paid before 4/15/17) or **\$125** (after that date)
- **“Table/Start Ups” \$75** (paid before 4/15/17) or **\$100** (after that date)

**TICKET OPTIONS:** (Must be purchased online and in advance to receive the event perks listed below.)

**1. General admission** – \$5 + online fees (under 10 free)

- General admission (\$5 value)
- Passport event map
- Ala carte food sampling \$3.00/ea
- 1 vote in the “People’s Choice Champion” competition.
- Each vote ticket will be used for door prizes from our sponsors. Door prize drawings will follow the awards ceremony at 4:30pm. Must be present to win.

**2. Passport Sampling Pass** – \$25 + online fees (Limited tickets available!)

- General admission (\$5 value)
- 3 food samples (\$9 value)
- Passport event map
- Official event t-shirt[sizes S-XL] (\$10 value)
- 2 votes in the “People’s Choice Champion” competition.
- Each vote ticket will be used for door prizes from our sponsors. Door prize drawings will follow the awards ceremony at 4:30pm. Must be present to win.

**3. VIP Ultimate Experience and Stage Pass** – \$40 + online fees (Extremely limited!)

- Must be 21+ with valid State ID
- General admission (\$5 value)
- Exclusive access to enclosed VIP front stage area
- Express front gate entry
- 5 food samples (\$15 value)
- Passport event map (limited to online purchases)
- Official event t-shirt[sizes S-XL] (\$10 value)
- 3 votes in the “People’s Choice Champion” competition. Door prize drawings will follow the awards ceremony at 4:30pm. Must be present to win.

*\*Sample tickets will be valid between the hours of 12:00pm – 3:30pm with the discretion of each food vendor to accept samples after those times. The sample sizes will vary per vendor, and will be valued equal to 100% of the \$3.00 cost. To guarantee specific shirt size we recommend all tickets to be purchased online by May 15th, 2017.*

Online sales will begin in early April, 2017. The number of tickets available for Passport and VIP Passport will be limited, subject to the number of food trucks participating in the event.

**CHARITY:** SUSAN G KOMEN has been selected as our charity. A portion from every Passport and VIP Passport will be donated to the Evansville Komen's mission, which is to help save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

**FOOD TRUCK RESPONSIBILITIES:** Food trucks will be required to provide food samples in exchange for Passport and VIP Passport special sampling tickets – one per sampling ticket. It is to your benefit to provide a tasty and notable sample as these ticket holders will be the ones voting in the "People's Choice Award" contest. Estimates of the number of samples will be provided closer to the event.

Each food truck/vendor will also be required to hold or obtain all the necessary permits to operate a Food Truck in the City of Evansville, Indiana. And have passed any health and fire inspections prior to the event start time on the day of the festival. Signage and menu should be visible for patrons during event hours. All areas around and under your truck are your responsibility to keep clean and free of spills or grease stains. Fines will be assessed for any waste or damage left behind.

**SAMPLING:** All food trucks will be required to sell a \$3 featured sample item to give more attendees the opportunity to try multiple vendors. The food vendors will receive 100% of samples sold during the event, and 50% compensation from each sample ticket presold online by the event organizers. We suggest that the vendor's cost of each sample be roughly \$1. Online presale will be key to the success of the festival, rain or shine. This will also help gauge the attendance leading up to the festival.

**INSURANCE:** All food vendors are required to carry and maintain at their own cost and expense a general liability insurance policy with a minimum single limit of \$1,000,000 and \$2,000,000 aggregate for bodily injury and property damage per occurrence for bodily injuries, wrongful death, or property damage occurring on or about the premises designated for the Evansville Food Truck Festival, naming its owner's, agents, and employees named as additional insured parties. All vendors must agree to provide proof of coverage and the additional insured listed via a certificate of insurance prior to May 1, 2017. Please name the following:  
Certificate holder: SM Eastland Mall, LLC, The Macerich Company, The Macerich Partnership, L.P., Macerich Property Management Company, LLC  
Additional insured: Greater Evansville Media LLC (dba EvansvilleEvents.com)

**ELECTRICAL NEEDS:** Electrical connection setup and connection charges are not included in rental rates. Please contact us if you require access to electric. Additional charges will be provided once all vendors have submitted their electrical requests and costs for portable electric generators are determined.

**PAYMENT POLICY:** Payment is to be sent with application. Payment can be made by credit card, money order, or check. Once accepted as a food truck/vendor for the festival, no refunds will be given for any reason.

\*\*Be advised that we reserve the right to accept or reject any application based on the uniqueness and quality of products sold, services offered, or the appearance of your truck or booth. All event and food truck/vendor participation details are subject to change. Event will be held rain or shine.

Thank you again for interest in Evansville's first Food Truck Festival! We look forward to hearing from you and together creating a truly exciting event. Feel free to email us at [Trucks@EvansvilleEvents.com](mailto:Trucks@EvansvilleEvents.com) with any questions or comments.

***\*Food truck and vendor application is located on the next page.***



## 2017 FOOD TRUCK / VENDOR APPLICATION

Please complete this form to be included in the 2017 Evansville Food Truck Festival to be held Sunday, June 4<sup>th</sup> at Eastland Mall. By submitting this application form, you agree to all details and conditions outlined in the 2017 Food Truck Festival Event Packet included with this form. Additional information can be found at [EvansvilleEvents.com](http://EvansvilleEvents.com), Facebook page or by emailing [Trucks@EvansvilleEvents.com](mailto:Trucks@EvansvilleEvents.com).

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PLEASE MAKE CHECKS PAYABLE TO: GREATER EVANSVILLE MEDIA LLC

Name of Food Truck: \_\_\_\_\_

Vendor Type: [ ] Food Truck [ ] Food Trailer [ ] Push Cart [ ] Tent Vendor [ ] Other \_\_\_\_\_

Size: \_\_\_\_\_ Approx. Weight \_\_\_\_\_

Name of Person Submitting: \_\_\_\_\_

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

Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State & ZIP: \_\_\_\_\_

Website URL: \_\_\_\_\_

Tell us a little about your food truck / service: \_\_\_\_\_

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Please send photo of your Food Truck to [Trucks@EvansvilleEvents.com](mailto:Trucks@EvansvilleEvents.com)

*\*To make payment by credit card, please let us know. We will arrange for payment by phone or in person.*

Mail this form along with payment to: **Greater Evansville Media LLC**  
**600 N Weinbach Ave., Suite 230**  
**Evansville, IN 47711**

*Evansville Food Truck Festival is hosted and organized by Joe Notter and Randy Notter with [EvansvilleEvents.com](http://EvansvilleEvents.com), operated under Greater Evansville Media LLC. A portion of proceeds benefit the SUSAN G KOMEN Foundation.*