



January 3, 2012

Dear friends,

Each August, the American Folk Festival typically attracts over 90,000 individuals to the Bangor waterfront to enjoy the first class music, traditional art and food that the Festival is known for.

We are now accepting food vendor applications for the 2012 Festival, happening August 24, 25 & 26, 2012 and we invite your application to participate in the 2012 American Folk Festival. We are seeking food vendors that can provide efficient, friendly service to thousands of Festival-goers. Applications will be judged on several criteria; including product popularity, product uniqueness, previous vending experience, and history with the festival (see guidelines for more information).

Please keep in mind the following important dates in 2012:

- March 12th** Deadline for submission of application and non-refundable \$30 application processing fee.
- Late April** Notification of acceptance or rejection mailed to applicants.
- June 30** Completed contracts, booth fees, electrical order forms & booth sketches must be received at the festival office.
No refunds will be given to vendors who withdraw after this date.
- Aug 24-26** 2012 American Folk Festival on the Bangor Waterfront

Accompanying this letter, you will find the vendor guidelines and an application form. Please thoroughly read the guidelines and fully complete the application. Mail the application and a **non-refundable \$30 application processing fee** to the American Folk Festival, Attn: Food Vendor Selection Committee, 40 Harlow Street, Bangor ME 04401. Applications must be postmarked by **March 12, 2012**.

Please contact the festival office at (207) 992-2630 if you have any questions. We look forward to receiving your application.

Sincerely,

Heather McCarthy
Executive Director

Debbi Melnikas
Site Services Coordinator

Enc.: application, guidelines

American Folk Festival ◇ 40 Harlow Street, Bangor ME 04401 ◇ (207) 992-2630
www.americanfolkfestival.com

American Folk Festival on the Bangor Waterfront 2012 Food Vendor Application

The American Folk Festival is currently accepting applications for the 2012 American Folk Festival. The Festival attracts over 90,000 individuals each year. Our goal is to present our festival-goers with highly qualified, diverse and efficient food vendors. If you would like to be considered as a food vendor for the 2012 AFF, please complete the attached application and submit the following materials:

1. A **completed** and signed application (pages 2,3,4,5 of this document).
2. *All new vendors or returning vendors with a different booth or trailer* are required to submit one current photograph of your booth or trailer. Photos will not be returned.
3. A \$30 application processing fee, payable to the American Folk Festival. This fee is **non-refundable**.

Forward all materials to the address below. Applications must be postmarked by March 12th, 2012.

American Folk Festival
Attn: Food Vendor Selection Committee
40 Harlow Street
Bangor ME 04401

Hours of Operation (subject to change)	
Friday: 5 pm to 10:30 pm Saturday: 11 am to 10:30 pm Sunday: 11 am to 6 pm	Food vendor booths must remain open for the duration of the festival. The Festival goes on rain or shine, and regardless of weather, all vendors are expected to be open during the hours listed unless they are notified by Festival personnel.

Please initial each item

If I am accepted as a food vendor,

	I agree to provide certification of insurance (see guidelines).
	I understand that my space rental fee cannot be refunded after June 30, 2012.
	I understand that the festival does not carry insurance to cover my personal property and that I store equipment at my own risk.
	I understand that, as an independent contractor, I will be responsible for reporting sales tax directly to the State of Maine.
	I understand that the festival makes no sales guarantees.
	I understand that the producers of the festival will determine my booth's location.
	I have read the Food Vendor Guidelines and agree to abide by them.

Booth Details & Vendor Placement - To be completed by ALL vendors.

1. How do you set up your food operations? (please circle)

tent trailer wooden booth/building other _____

2. Size of Space Needed: (Ground measurements, including storage area & overhead awnings.)

Frontage feet: _____* depth: _____

* **Frontage feet must include any trailer tongues/hitches.** Please indicate the exact length of your trailer tongue/hitch in your calculations. **You won't be charged for it,** but it will help us determine how much space we need between vendors when laying out the food courts.

3. Do you use a generator? ____ yes ____ no

4. Do you use fuel?

____ no
 ____ yes please circle which type(s) propane* wood charcoal other _____

The following system will be used for placement of our 2012 Festival food vendors. Please review the guidelines for detailed information regarding food vendor placement. *Please understand that food vendor placement and the location of Festival food courts are subject to change if there are changes to the Festival site.*

The following factors impact food vendor placement: fuel type, electrical needs, booth layout & dimensions and menu. Once these factors have been considered, priority will be given to vendors with the most seniority (number of consecutive years as a Festival food vendor) in good standing (timely application, account current). 2011 AFF food vendors who have been accepted as 2012 AFF food vendors will be given the option of being placed in the same location as the previous year, or can request to be relocated to an unassigned space. Once all 2011 AFF food vendors have been placed, remaining spots will be filled.

Placement in Main Food Court: please be advised that the Main Food Court can accommodate no more than 20 feet total depth and vendors in the Main Food Court can only use the front of their booth to serve public as there is only 2-3 feet between vendors. Vendors who need more than 20' depth or would like to use 2 sides of their booth to serve the public, might be accommodated in the Railroad Bulkhead or Dance Tent food courts, depending on space availability.

Details regarding vendor booth location will be included in the vendor acceptance materials.

Vendors Returning From 2011

Would you like to be placed in the same location? ____ yes ____ no

If no, what is your food court preference?

_____ Main Food Court	\$100/frontage foot	maximum depth of 20'
_____ Railroad Bulkhead Food Court	\$100/frontage foot	maximum depth of 30'
_____ Dance Tent Food Court	\$100/frontage foot	maximum depth of 30'

All other Vendors

Please indicate order of placement preference (first choice="1", etc.) We will do our best to place you in your preferred location, but there are a number of factors that affect vendor placement, and we can not promise to place you in your preferred location choice.

_____	Main Food Court	\$100/frontage foot	maximum depth of 20'
_____	Railroad Bulkhead Food Court	\$100/frontage foot	maximum depth of 30'
_____	Dance Tent Food Court	\$100/frontage foot	maximum depth of 30'

Is there any other information about your business and/or product that you would like the review committee to know? _____

Risk and Liability

I, the undersigned, hereby release and agree to hold harmless the Bangor Folk Festival and the producers of the American Folk Festival on the Bangor Waterfront from any damage to my property or any personal injury which I or my helpers may sustain while participating in the American Folk Festival on the Bangor Waterfront on August 23, 24, 25, and 26, 2012. Further, I agree to abide by the guidelines for participation, as listed in the Food Vendor Guidelines and all policies and guidelines developed by the American Folk Festival planning committee. I understand that failure to follow these regulations can mean expulsion from this year's or future festivals.

Signature:	Date:
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Please initial each included item.

- _____ A completed and signed application. (pages 2-5)
- _____ A **non-refundable** \$30 application processing fee, payable to the American Folk Festival.
- _____ *All new vendors or returning vendors with a different booth or trailer* are required to submit at least one current photograph of your booth or trailer. Photos will not be returned.

Incomplete applications will not be considered.

Mail application package (postmarked by **March 12, 2012**) to:

American Folk Festival
 Attn: Food Vendor Selection Committee
 40 Harlow Street
 Bangor, ME 04401
 If you have any questions, please contact Debbi at 207-992-2630.

The committee will make its selections and notify applicants in late April 2012.

AMERICAN FOLK FESTIVAL on the Bangor Waterfront

2012 Food Vendor Guidelines

August 24, 25 & 26, 2012

Application Process

- » Vendors must apply each year.
- » Application and past participation does not guarantee acceptance.
- » A non-refundable application processing fee of \$30 must accompany each application.
- » All questions on application must be completed. **Incomplete applications will not be considered.** Festival organizers may request clarification; failure to provide requested clarification is grounds for rejection.
- » Applications must be postmarked by the **March 12, 2012** deadline. Timely applications will be considered before late applications.
- » Failure to meet application or contract fee deadlines may result in forfeiture of booth location and/or booth space.
- » The Bangor Folk Festival reserves the right to reject any and all applications.

Selection Process

- » All food vendors are reviewed by committee. Applications are graded on product uniqueness, previous vending experience, history with the festival, product quality, business location, non-profit status and overall presentation.
- » Food vendors will be chosen for the following food vendor categories: Ethnic Foods, Maine/Regional Foods, Snacks/Desserts, "Fair" Foods, Other Main Dishes and Beverages.
- » In the interest of presenting to festival-goers as wide a selection of food and menu items as possible, the Festival office may limit a specific type of food or food or beverage item.

Hours of Operation

- » Festival hours are:

Friday	5 p.m. to 10:30 p.m.
Saturday	11 a.m. to 10:30 p.m.
Sunday	11 a.m. to 6:00 p.m.
- » Booths must be staffed for all contracted hours.
- » The festival goes on **rain or shine**. Regardless of weather, all vendors are expected to be open during the hours listed above unless they are notified by Festival personnel.

Pricing

Booth Fees cover all 3 days of the Festival.

- » Booth Fees are as follows:
 - Main Food Court -- \$100/frontage foot
 - Railroad Bulkhead Food Court -- \$100/frontage foot
 - Dance Tent Food Court -- \$100/frontage foot
- » All vendors are required to have a potable water hookup. Fee is \$150.
- » The fee for on-site electricity will depend on usage. Vendors will receive an electrical service order form upon invitation.
- » Off-site electricity for refrigerated storage trucks & vans is available for an additional \$50.

Payment

- » The AFF would prefer that vendors pay their balance in-full by June 30, 2012. For those vendors who are unable to pay their balance in-full by June 30, the AFF offers a payment plan option.
- » Non-Profits: Vendors must pay one-third of their balance due by June 30, 2012 to have their space held. The remaining balance is due by September 30th, 2012.
- » All others: Vendors must pay 50% of their balance due by June 30, 2012 to have their space held. The remaining balance is due by July 30th, 2012. **Vendors must be paid in-full before they can set up on August 24th or 25th.**

Refunds

- » No refunds for cancellations after **June 30, 2012**.
- » No refunds for inclement weather.

Vendor Placement

- » The Festival will assign booth locations to each vendor. Please understand that food vendor placement and the location of Festival food courts are subject to change if there are changes to the Festival site.
- » No space will be held without a completed contract and payment by June 30, 2012.
- » The following factors impact food vendor placement:
 - Fuel type
 - Electrical needs
 - Booth layout & dimensions
 - Menu (goal is to invite no more than 2 vendors who sell the same type of food [Thai, Indian, etc] or similar menu items [pulled pork, lobster rolls] and to place vendors who sell similar types of food and/or menu items in different food courts.)
- » Once these factors have been considered, priority will be given to vendors with the most seniority (number of consecutive years as a Festival food vendor) in good standing (timely application, account current). 2011 AFF food vendors who have been accepted as 2012 AFF food vendors will be given the option of being placed in the same location as the previous year, or can request to be relocated to an unassigned space. Once all 2011 AFF food vendors have been placed, the remaining spots will be filled.
- » Placement in Main Food Court: please be advised that the Main Food Court can accommodate no more than 20 feet total depth and vendors in the Main Food Court can only use the front of their booth to serve public as there is only 2-3 feet between vendors. Vendors who need more than 20' depth or would like to use 2 sides of their booth to serve the public, might be accommodated in the Railroad Bulkhead or Dance Tent food courts, depending on space availability.

Space Details

- » All accepted vendors must submit a booth sketch to the Festival office by **June 30, 2012**. Details will be included in the acceptance mailing.
- » Vendors may not trade, switch, or set up in another area.
- » Booth depth is limited to 20 or 30 feet, depending upon location.

Set up

- » If you have a *self-contained unit (anything other than a tent)*, you **MUST** arrive and set up between 8 a.m. and 6 p.m. on Thursday, August 23, 2012.
- » If you are using *tents* (either self-provided or Festival-provided), you **MUST** arrive and set up between 8 a.m. and 4 p.m. on Friday, August 24, 2012.
- » Booths must be set up and operational by 5 p.m. on Friday, August 24, 2012.
- » Permission must be granted from AFF before any holes are dug. Vendors must fill any holes dug.

Booth Operations Guidelines

- » Vendors must restrict all activities to their booth space.
- » Condiment push carts and Coke coolers are the only things allowed in front of food vendor booths, and must remain within the boundaries of the vendors' frontage space. Vendors may display push carts only after vehicles are off-site on Festival Friday.
- » Vendors may not advertise outside of their booth space (this includes but is not limited to: the use of rovers, fliers and sandwich boards.)
- » No space-sharing or subletting will be permitted, nor can the vendor assign the contract to another party.
- » Raffles are not allowed.
- » Camping is not allowed on the festival site.

- » Generators are not allowed.
- » Although there will be security on Friday and Saturday nights, fixtures and materials are left overnight at the vendors' risk. The AFF's insurance will not cover personal property; vendors must obtain their own insurance.
- » Vendor is responsible for a clean booth area, free of debris.
- » Vendors should furnish sufficient change for their sales transactions. The Festival cannot provide change to vendors.
- » Vendors are responsible for providing their own nighttime lighting.

Booth Covering

- » Canopies/tents are required for every food vendor. Vendors bringing their own canopy/tent need to provide proof that the canopy/tent is flame retardant (tag or certification). Tarps are not an acceptable canopy. Vendors needing a tent can rent one from the Festival for a fee (see pricing below), which includes tent set-up.
- » The Festival will provide a tent at the following rate:

10 x 10	\$175
10 x 20	\$240
15 x 15	\$300
20 x 20	\$350

Tent sides are available by request at the rate of \$1/linear foot. (Ex: one tent side for a 10x10 tent is \$10.)

Menu

- » Only menu items approved by the Food Vendor Selection Committee may be sold at the Festival.
- » Vendors must list on their application **ALL** items they wish to sell. Items not listed and approved may not be sold and must be removed from vendor's booth.
- » Non-food items may not be sold.
- » In the interest of presenting to festival-goers as wide a selection of food and menu items as possible, the Festival office may limit a specific type of food or food or beverage item.
- » Vendors are not granted exclusive rights to sell any particular item.
- » Changes/additions are only allowed with pre-approval by the Festival prior to June 30, 2012.

Marketing

All Festival food vendors will receive the following marketing benefits:

- » A listing on the Festival's website, with a link to the vendor's website (if provided).
- » A descriptive listing in the Festival's Official Program Guide (300,000 copies printed).
- » A listing in one of the Festival's newsletters.
- » Festival weekend there are limited opportunities for live media coverage.

Health & Safety

- » Any vendor not complying with City and State regulations will be immediately closed down and not permitted to return for future Festivals.
- » Food production techniques must meet City and State statutes.
- » Vendors must comply with all federal, state, and local health regulations. For more information, contact the City of Bangor's Code Enforcement Division at (207) 992-4200.
- » Vendors must comply with AFF guidelines for the disposal of greywater, grease, and hot coals.
- » All vendors using cooking equipment must have a 40BC-minimum fire extinguisher. All vendors serving food must have a 20BC-minimum fire extinguisher.
- » All propane tanks must be firmly secured on a hard, non-combustible surface. Vendors must supply their own surface on which to secure tanks; the ground alone does not qualify. Bungee cords are not an acceptable form of securing propane tanks.
- » Propane tanks need to be 10 feet away from electrical meters, open flame, freezers and refrigerators.

- » NOTE TO VENDORS PROVIDING THEIR OWN TENT – you must be able to provide proof that your tent's material is flame retardant. Proof can be in the form of a label on the tent, or a letter from the company that treated your tent.

Permits & Inspections

- » All Festival food vendors are required to have 3-day lunch wagon license with the City of Bangor, and a State of Maine Health Inspection License. Required license applications will be sent to those vendors who are invited to vend. Vendors are responsible for submitting the forms by the indicated dates. Vendors will not receive their license(s) until they submit the required paperwork, pay any applicable fees, and pass an on-site inspection.
- » Your booth will be inspected by a State Health Inspector, a Bangor Code Enforcement Officer, a Propane/Natural Gas Inspector (if you use propane/natural gas) and a Fire Marshall.
- » Inspection schedule:
 - Propane/Natural Gas users: *vendors who set up on Thursday* should be prepared for a Propane/Natural Gas inspection by 4pm; *vendors who set up on Friday* should be prepared for inspection by noon. This means having your equipment & propane/natural gas in place.
 - State Health Inspection: inspection schedule TBD
 - Fire Marshall: Vendors will be inspected on Friday morning or afternoon.

Water

- » All food vendors are required to have a hand washing station in their booth, as well as a system for washing dishes that meets State/City health code requirement. Therefore, all food vendors will require a potable water hookup.
- » There is a fee of \$150 for a potable water hookup.
- » Vendors must supply an approved backflow device for each connection.

Electricity

- » The fee for on-site electricity will depend on usage. Fees range from \$0 to \$150.
- » Upon acceptance, vendors will receive an electricity order form which will outline the electrical fee structure. Vendors will be required to submit the electricity order form, along with payment to the Festival office by June 30, 2012. The AFF will not guarantee electrical service beyond that which is indicated on the order form.
- » The AFF has limited electrical service availability for refrigerated vans/trucks at a location separate from the vendors' booths for an additional \$50 charge. Vendors must indicate this need on the electrical order form in order to be considered for this opportunity. The AFF is not obliged to provide this resource in the event of late requests.
- » Vendors must place electrical plugs where the AFF directs them.
- » Vendors should bring **one 12-gauge cord per circuit** and other outlet strips as needed. Cords should be labeled with the business name at both ends. All cords not of acceptable gauge will be disconnected.
- » Additional power may be available at some locations and will be charged on a time and materials basis.
- » The AFF will not be obligated to meet extra power requests received after **June 30, 2012.**

Beverages & Ice

- » The AFF will be the beverage vendor on site; selling Coca-Cola products (carbonated sodas, water, and iced teas).
- » Vendors may purchase Coca-Cola products from the AFF for sale at their own booth.
- » Vendors wishing to sell beverages must sell Coca-Cola products unless the AFF deems their handcrafted product unique.
- » Ice must be purchased from the AFF on site.

Vehicles on Site

- » **Vehicles** are **allowed** on-site **ONLY** during the following times:
 - Friday – until 4 p.m. & after 11 p.m.
 - Saturday – until 10 a.m. & after 11 p.m.
 - Sunday – until 10 a.m. & after 7 p.m.
- » For the safety of the festival's attendees, vehicles are not allowed to move onto or within the site during operating hours or during a window before and after scheduled events when attendees arrive and depart.
- » Vendors will receive **one** parking pass for the designated vendor parking lot. Vendors must park their vehicle in this lot and may not remove the vehicle from the lot until after operating hours. Additional parking passes (for Bass Park Parking lot) are available upon request through the Festival office.
- » Only authorized vehicles may be parked on Festival grounds. Vehicles are **NOT** allowed to be parked behind or near vendor booths during the Festival.

Booth Clean Up

- » Vendors may not dismantle or remove booths before 6 p.m. on Sunday, August 26, 2012.
- » Be aware that pedestrians will still be present on Festival grounds during tear-down.
- » Vendors must take home their entire booths – including carpet, display racks, storage containers, and decorations.
- » All booths must be broken down by 10 p.m. Sunday.
- » Any vendors failing to completely clean up their booth areas must pay a clean-up fee, as well as a cleaning deposit for the following year's festival.

Trash & Grey Water disposal

Vendors must properly dispose of trash, cardboard and grey water as directed by Festival personnel.

Taxes & Insurance

- » Vendors are responsible for all state and federal taxes. Call (207) 624-9693 for your Maine State Sales Tax number.
- » Vendors must furnish the AFF with a certificate of insurance showing liability insurance minimum coverages of \$1,000,000 per occurrence Bodily Injury **and** \$1,000,000 per occurrence Property Damage. ***The Bangor Folk Festival must be named as an additional insured.***
- » The AFF disclaims any authority of control over the operation of vendors. Vendors assume all rights and responsibilities for the conduct of their operations including, but not limited to: obtaining liability and general coverage insurance for vendor-related activities adhering to all local and state ordinances and regulations.
- » The AFF does not have separate vendor coverage under any insurance it may maintain.

Children's Village

The Festival will be seeking a food vendor who can offer kid-appropriate pre-packaged food and snacks for the Children's Village. The booth fee will be \$400 for a 10x10 space. A 10 Amp (1000 Watt 120 Volt) single outlet electrical service will be provided at no additional cost.

Vendors who fail to comply with or repeatedly violate these guidelines may be expelled and/or not invited to apply. The AFF reserves the right to amend these guidelines as needed.

In the event of a dispute, the decision of the BFF Board of Directors will be accepted as final.