

PARWAYS FOUNDATION PRESENTS



## 2010 Lollapalooza Food Vendor Applicant Information

**DEADLINE TO APPLY MAY 3, 2010**

Thank you for your interest in becoming a food vendor at the 2010 Lollapalooza Music Festival. The producers of Lollapalooza, C3 Presents, are excited to bring Lollapalooza to Chicago's historic Grant Park for the sixth year. With the huge success of the previous five years, we know 2010 will be another hallmark year for the festival, and its vendors as well.

Selected food and beverage vendors at Lollapalooza 2010 have the opportunity to present their business to a captive audience of about 65,000 people a day. Participating vendors also have the added value of market branding provided through our website and promotional materials. Our goal, like yours, is to make Lollapalooza a success for everyone!

We expect another year of capacity crowds, and are recruiting and searching for the most respected and admired food and beverage vendors the city and region has to offer. This year, we are particularly interested in featuring more Chicago restaurants which receive high praise from fans and critics alike.

We have put together some general vendor information for your convenience below. If you are selected as a 2010 Lollapalooza vendor, a more comprehensive "Festival Vendor Information" packet will be provided to give the specifics.

Note: Vendors who have previously been a part of Lollapalooza's food court are not guaranteed selection in 2010. C3 Presents also will determine exact booth location at its discretion.

### **Booth Specs and Pricing:**

**Entrees: 20' x 20' \$6,000 + \$125 permit fee + \$300 security deposit (\$6,425 total)**

**Dessert/Snacks/Drinks: 10' x 20' \$3,500+\$125 permit fee + \$300 security deposit (\$3,925 total)**

Booth fee includes signage, power\*, counters, tent.

\*Extra power requests incur a fee.

### **Dates and Deadlines**

#### **Applications**

**5/3/10**            **Deadline for completed applications**

**5/24/10**          **Vendors notified of Acceptance by this date.**

#### **Accepted Vendors**

**6/21/10**      **Deadline for full payment, all required paperwork, signage order (Accepted vendors will receive specifics as part of their acceptance package). Required items will include:**

- **Copy of Sales Tax and Use Permits**
- **Copy of current Health Inspection (certificate must be dated 2010)**
- **Certificate of Insurance**
- **Extra power requests and payment for these requests**
- **Copy of current "Summer Festival Sanitation Certificate". (visit the Illinois Restaurant Association [website](#) for info on registering for the course)**

**8/5/10 Booth set-up Completed**

**8/8/10 Full load-out immediately following festival**

### **MENU SELECTION AND SALES POLICIES**

As part of the selection process, vendors will be asked to present 3-4 individually priced and unique items. Vendor food and beverage items should be able to be prepared quickly, and efficiently, in order to accommodate the large amount of traffic that will be at the food and beverage courts. **Lollapalooza's goal is great food, friendly service and low patron waiting time.**

Selected vendors will not be permitted to sell any items not approved by C3 Presents. C3 Presents and Lollapalooza also reserve the right to remove specific items from your menu in accordance with our policies listed in the selected vendors packet. Non-beverage vendors are not permitted to sell or give away any beverages, including water.

Booth vendors may not sell t-shirts, hats, koozies, or any other non-food or beverage items without prior written consent from C3 Presents and or Lollapalooza.

Vendors are not permitted to sell or use any C3 Presents/Lollapalooza related or recognizable logos, including bands/artists at the festival.

### **BOOTH CATEGORIES AND PRICES**

#### **A: Food Entrée, 20 x 20, \$6,000 + \$125 City License Fee + \$300 Security Fee**

A minimum of 3, and a maximum of 4, entrée items are permitted to be sold, according to our policy.

Food Entrée vendors are not allowed to sell beverages of any type.

#### **B: Dessert/Snack, 10 x 20, \$3,500 + \$125 City License Fee + \$300 Security Fee**

A minimum of 1 and a maximum of 3, dessert or snack items may be sold. For example: ice cream, sno-cones, smoothies.

#### **C: Beverage, 10 x 20, \$3,500 + \$125 City License Fee + \$300 Security Fee**

Non-Alcoholic beverages only

A minimum of 1 and a maximum of 3 beverage items may be sold. For Example: lemonade, tea and coffee drinks.

Soft Drinks, of any brand, are not permitted.

### **POINTS OF SERVICE / Sales Transactions**

The main goal of our food courts is to serve our patrons quality menu items by professional, friendly staff--**with wait times kept to a minimum**. Make sure your menu selections can be served in a timely manner. Critical to efficient turnaround (and more sales!) are points of service.

- 20 x 20 booths must have 6-8 points of sale.
- 10 x 20 booths must have 4 - 6 points of sale.

Food and Beverage vendors are responsible for supplying their own cash box/register; tip jars, or the related.

Each vendor will provide their own monetary change for customer transactions. C3/Lollapalooza will not provide, or arrange for, cash change. Please plan accordingly with your banking institution

### **Tasting Evaluations**

We'd like to visit your booth and taste your menu items. It's the best way for us to get to know your menu and operation and for you to have the opportunity to showcase your offerings. With so many vendors, and our C3 production staff busy with intricate and high priority onsite logistics, we'd like to enlist our hard-working volunteers to help.

Each vendor will be asked to supply about complimentary 10 items a day. We'll create a special coupon with a maximum value of \$5 toward any one item. (if an item is less than \$5, no cash refund will be given and coupons cannot be combined). This program will be mentioned again closer to the event and you'll see a sample coupon prior to the event, but please make sure managers and servers at your booth are aware of this program. Thank you for your support.

## **GENERAL VENDOR RULES AND REGULATIONS**

Selected Food and Beverage Vendors may only sell preapproved items.

**SIGNAGE:** Our Creative team designs and produces the signage for all booths, ensuring a unified, professional and visually appealing food court. The booth name (note: no logos, tag lines, or other graphics), the menu item and price are featured on a colorful banner. The simpler, the better.

Vendors may not use additional booths, tents or signage (including flags, banners, etc)



**Eco-Friendly:** • Lollapalooza is a “green” festival. We are making every effort to minimize our impact on the environment and are looking for vendors with the same goal in mind. Make sure to tell us how you can make a difference as a vendor. By using eco-friendly paper products and cutlery (or serving items that don't require cutlery), for example, you can help to make a huge difference. Additionally, we listened to the fans and are interested in hearing from vendors able to provide vegetarian options and/or gluten-free options.

New for 2010 is inclusion of composting for certain areas of the event. Food Court vendors will be required to join in the composting program; more details will be provided to selected food vendors.

**Please partner with us in this goal. Lollapalooza food vendors will be required to adhere to the following regulations. During the event, each booth will be monitored for compliance.**

- Styrofoam of any kind is prohibited
- No plastic bags allowed
- Serving containers and paper napkins must be eco-friendly.
- Limit the need for cutlery – focus on foods that can be consumed without utensils, and if you must use utensils, eco-friendly cutlery is mandatory

- Condiments are to be in “pump” style dispensers. Individual packets are not allowed
- Cardboard boxes must be broken down and stacked for recycling
- Cups must be #1 recyclable.
- Vendors must use non-toxic cleansers
- We strongly encourage going LOCAL for all supplies and food sources

**Power:** The power scheme of the food courts is quite complex. Basic power and lighting are provided by C3 Presents/Lollapalooza. Additional needs required above the base provided will be priced and billed per vendor. More information will be provided upon acceptance.

- Booth space may not be subleased or combined with a business other than the company doing-business-as (DBA) named on the application and contract. This includes other operating business owned under the same corporation operating under a different DBA.
- Propane must be used for all on-site cooking and must comply with City of Chicago regulations. Each food vendor must provide an approved fire extinguisher (carbon dioxide or multi-purpose dry chemical and a minimum of twenty pounds) in their booth. The City of Chicago requires all propane tanks to be chained together and attached to a stationary post. Any vendor grilling must use a Type K fire extinguisher. There will be more specific details regarding propane provided to selected vendors.
- Vendors are responsible for health department approved flooring if applicable.
- No “Hawking” (soliciting of festival patrons by use of bull horns, oral solicitation, customer incentives, or perceived added value in exchange for business) of any kind. “Hawking” is grounds for immediate closure and disqual of your booth without refund.
- No motorized vehicles of any kind are permitted during operating, or otherwise defined hours, to transport inventory, employees, paper goods, etc. Motorized vehicles apply to the following: scooters, mopeds, golf carts or the like (electric vehicles apply).
- Festival producers will provide overnight security, but are not liable for theft or damage to equipment, and/or inventory, when vendor booths are not attended by vendor staff.
- All vendors must have a manager-on-duty that holds the City of Chicago Sanitation Certification at all times.
- Staff credentials are non-transferable and are to be used to working staff only.
- Proof of all applicable permits and insurance is required at time of first vendor payment. Applicable permits and insurance requirements will be identified in the selected vendors’ information packet.
- Booth fees are non-refundable.
- Lollapalooza is a rain or shine event.
- For info contact [foodcourt@lollapalooza.com](mailto:foodcourt@lollapalooza.com)