



Presented By
Corey McGowan Productions

Be a part of Grand Island's biggest festival of the year



The 6th Annual Taste of Grand Island is set to take place on Saturday September 23rd in the center of town. Be a part of the years most exciting festival with over 100 vendors participating including over 20 Grand Island owned restaurants! This event offers the opportunity to connect with thousands in one single day. The exposure and visibility that your business can receive is tremendous!

Showcase your services, products or cuisine at this year's Taste of Grand Island. Please reference this informational packet for any questions or contact us by email at info@coreymcgowan.com. Applications available at www.coreymcgowan.com

Event details

| | |
|------------|----------------------------------------------------------------------------------------------------------------------|
| When | Saturday September 23 rd Noon - 8:00pm |
| Where | Street festival & Town Commons |
| Cost | \$200 per food vendor \$100 per non-food vendor \$50 per not for profit |
| Included | Health permit Event seating Access to potable water Featured in event marketing Advanced space selection |
| Due dates: | Application – August 15 Late application – Sept 1 Final menus – September 8 Insurance – Sept 8 |

Sponsorships Available

6th Annual Taste of Grand Island
September 23, 2017
Noon – 8:00pm
Whitehaven Rd and Town Commons

Taste of Grand Island Vendor Application

Application Process

Applicants are accepted until the events are full. This is the vendor information package which outlines rules and guidelines for the event. You will be notified within 7-10 business days if you are not accepted into the event. We will not process your fees unless you have been accepted.



Activity and Participators

The Taste of Grand Island will feature over 20 restaurants from Grand Island. A wide variety of cuisine will be offered as well as exhibits from over 75 other local businesses and organizations. This event is a taste of everything that Grand Island has to offer.

Target audiences

- Grand Island
- Western New York
- Southern Ontario
- Northern Pennsylvania
- All ages

Event attractions & entertainment also includes:

This all day event will also feature live music along with a beer tent and wine tasting. There is fun for the whole family as well, with your event featuring a kid zone complete with games, crafts inflatables, pony rides, a petting zoo and visits from your favorite kids characters. (this list may vary)



A community is only as strong as its businesses and without community there would be no business. Join forces and you will forever prosper.

-John D. Rockefeller

Benefits to Participating in Live Community Events

Advertising

Imagine receiving instant return on investment from a newspaper ad or radio spot. Hard to sometimes measure or justify that expense, I know. So try something new and use live events as your tool for advertising. Your sales pay for your event fee (think advertising cost) in addition to your extreme income potential from just a one day event. You get to advertise your business, while making money and supporting your community.

Rules & Guidelines for the Taste of Grand Island

It is important that you and your staff adhere to the below rules and guidelines of the event. These rules are in place to ensure that a safe, consistent and fair event is coordinated at all times.

Failure to follow the rules and guidelines of the Taste of Grand Island will result in your removal from the event or fine for breaking these rules & guidelines.

Ticket Sales (Food Vendors only)

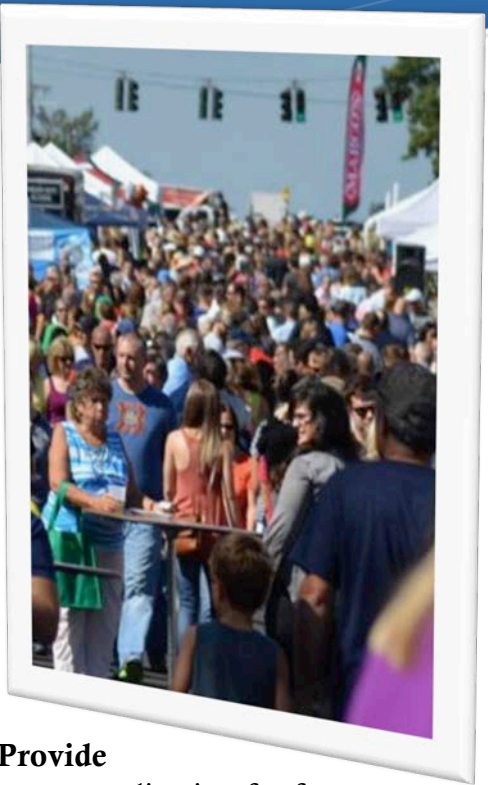
Food tickets will be sold at the entrances to the festival in increments of one dollar. Vendors will take tickets as compensation during the festival and cash in their collected tickets following the event. Corey McGowan Productions takes 5% of food sales. Absolutely no cash or credit card is allowed as payment. Fines of \$50 will be imposed upon collection of your food tickets.

Payment

We will not accept any applications without payment. Upon acceptance to festival payments will be processed. Preferred form of payment is by check or money order. A \$50 charge will be assessed for bounced checks- no exceptions. Make all checks payable to: Corey McGowan Productions

Refund Policy

If the withdraw is made 60 days or more prior to the day of the event, you can receive a 50% refund on your festival fee; if it is made 59 days or less from the first day of the event, no refunds are available as all funds are committed to the production, promotion and marketing of the Festival. All refund requests must be made in writing & received by the festival director by email or mail. Please cite reason for withdrawing.



What We Provide

Included in your application fee for each festival, unless otherwise stated, is a 10ft x 20ft space for your exhibit, on site security, patron seating, health permit, potable water and restrooms. You provide everything else for your set up. Corey McGowan Productions may assist in acquiring any equipment if needed. Electricity is limited/not available at this venue. Please use propane equipment or power must be supplied by your own generator (silent generators only).

Menu Choices

Please fill out your top 3 menu choices on the application. We are only allowing 3 main menu choices & 2 side dish choices (Side dished not required). We will do our best to give selected vendors their first choice, but cannot guarantee they will receive it. We do not want to have numerous vendors selling the same item. Items must be priced MIN \$2 - \$6 MAX. You will be notified no less than 7-10 business days following receipt of your application if your food items have not been approved. Sample sizes only! If it can't fit in your hand – it is too big!

Rules & Guidelines Continued

Beverage Policy

All beverages are being sold exclusively by Corey McGowan Productions. No other vendors are allowed to sell beverages unless they are selling a specialty drink that has been approved by Corey McGowan Productions. Fines of \$50 will be imposed at ticket cash out for anyone caught selling unapproved beverages.

Liability

Corey McGowan Productions and its staff and volunteers will not be held responsible for injury, loss, theft, damage, acts of God or vandalism of any individual's self, property or works. The festival grounds are not fenced in. Each vendor will be held responsible for any damage they, their staff, or their property causes to the event.

Insurance Requirements (Food vendors only)

All food & restaurant vendors participating in these events must have \$1,000,000 of liability insurance per event. All vendors are required to obtain an insurance certificate prior to the event and must name the following (3) as additional insured's:

Corey McGowan Productions LLC
1879 Whitehaven Rd #400
Grand Island, NY

Town of Grand Island
2255 Baseline Rd
Grand Island, NY

Kaiser Funeral Home
1950 Whitehaven Rd
Grand Island, NY

Health Permits

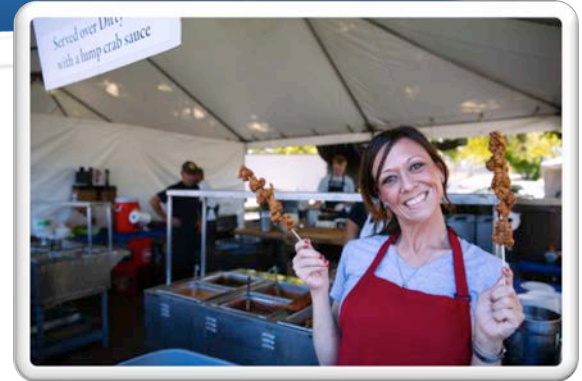
Corey McGowan Productions will file and process all health permit applications. Menus must be submitted to Corey McGowan Productions no later than 2 weeks before the event.

Trash and storage

All food vendors using deep fryers will need to provide ground cover inside their booth and cooking area for absorption. Vendors are responsible to collect & properly bag trash within your sales location. Your booth must be kept orderly at all times. Fines of \$50 will be imposed at ticket cash out, if your space is left unclean.

Turning in your Collected Tickets

All tickets must be turned in at 9pm immediately following the event. Tickets will be counted in a tent adjacent to the beer tent and monetary value will be given to vendors based on the amount turned in.



More Benefits to Live Events

Test out new products or services

Gaining feedback is always hard for a new product, it takes time to split test and find the right folks to help refocus your product development activities. Participating in a community event allows you to take your product or service to a strong tightly focused group of individuals who will give you immediate feedback. If an event is one day, well in 6 to 8 hours you can gain an immense amount of knowledge about your potential new product or service.

Build your database and be seen

In today's world of social media, everyone has a list of contacts. Depending on your level of participation in local community events, you may have instant access to list of hundreds if not thousands of email or mailing addresses. Think of the power of not only gaining all the above benefits, but being able to receive immediate feedback and get your small business products or services marketing message out in a rather very short timeframe to a targeted community of individuals.



Display Space & Signage

Each display must be tented, and have an attractive display. All signage & displays/tables must be within your space. Menu boards and restaurant identification signs are suggested and are the responsibility of each individual vendor. Extra weight and tie downs are required for every booth to secure your tent. Sidewalks and walkways must be completely open and not obstructed. 10ft max from curbs.

Setup & Breakdown

We provide convenient pull in and pull out ability for your setup and teardown. There will be a check-in at the event beer tent, centrally located with signage at the festival venue. This is where you will be directed to your pre assigned space. No layouts at given in advance of event. Check-in is 8:00 a.m. – 10:00 a.m. on the day of the event. Your entire booth must be set up by 11:00 a.m. one hour before the event begins. All vehicles must be off the festival grounds at this time. No vendor is permitted to tear down or move any fence or barrier before event close. No vehicles are permitted inside the event for the entire event duration. Once your setup has been loaded/unloaded, all vehicles must be removed from the event site immediately. All vehicles must be parked legally in a public parking or event authorized area. Adequate parking exists surrounding the event.

Awards

Awards will be awarded to all 1st, the 2nd and 3rd place winners in each category. Awards will be given out at 5:00pm Saturday during the festival. Judging is conducted by a group of celebrity judges with no ties to any participating vendor. Categories are: Best Appetizer, Best Entrée, People's Choice, Children's Choice, Best Pizza, Best Wings, Best Soup, chowder or chili, Best Dessert and Best Display.

Communication During Event

If you need assistance or need Corey McGowan and staff for anything during the event, all ticket and beverage tents will have a mobile radio to assist with anything you may need or to contact a member of our staff directly.

Helpful Event Checklist and Deadlines

Important items for your food exhibit:

- 10x10 ft pop up tent (or similar size, notify Corey McGowan Productions if larger)
- Sign for tent with business name
- Sign for your menu
- Sanitizer & bucket
- Gloves & hats
- Plates, bowls, eating utensils
- Serving utensils
- Tables (at least two 6 foot tables for serving and working)
- Table skirting
- Cooking equipment (if needed)
- Chaffing dishes & sterno
- Container with top that has slit in it for tickets
- Silent generator (if needed)

Diagram of tent layout

