

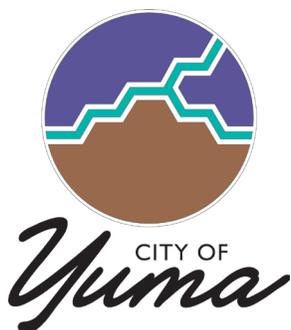


City of Yuma

Tunes & Tacos Festival



2016 Event Vendor Package



Entertainment, food and festivities are just a few of the things you can expect at the City of Yuma Tunes & Tacos Festival!

Each year more than 30,000 people visit Desert Sun Stadium to experience the sights, sounds, tastes, and thrills of this mouth watering event.

This two-day festival features our Salsa Queen competition with people's choice tastings, local chef's competing for the title of Yuma's Taco King, amazing live entertainment on both fields, competitive eating contests, and our KidsZone with FREE games, inflatables, and carnival rides! Patrons are invited to browse our local business and craft vendors, enjoy amazing fair style food, and cool down with a refreshing beverage.

The Taco Festival was featured twice in Arizona Highways Magazine. We were named #12 in Arizona's top 25 festivals, and were listed #3 in "22 things people need to know about Yuma before moving there"!

We invite you to join us as a Tunes & Tacos Festival Sponsor. The following pages will define our sponsorship options for the 2016 event.

Activities for the Whole Family

Party!:

Join us and get the party started!! The pre-event People's Choice Salsa Queen Competition & Kickoff Party will be held Friday evening, April 8, 2016 inside the Yuma Civic Center. It starts at 6:00 pm and voting is from 6:00 p.m. – 9:00 p.m.

Food & Drinks:

Enjoy spicy and refreshing offerings from local purveyors of food. Carne asada, chicken, pork, and seafood tacos, empanadas, spicy barbecue, fresh roasted corn, fair food galore – it's all on the menu! Plus frosty margaritas, ice cold beer, soft drinks, and fresh-squeezed lemonade to cool down! Free tequila and flavored vodka tastings provided by local distributors!

Sizzling Entertainment:

Enjoy traditional Mexican performances and other local performance groups as they take to the Community Stage.

Live Music:

Bring your chairs and blankets to the main stage for an evening of love music under the stars! The line up will be announced in December 2015. Tickets are available at the Yuma Civic Center, Yuma Art Center, City Hall (Parks and Recreation counter) and online at tunesandtacos.com

KidsZone:

With the support from our local sponsors, patrons can bring their kiddos to the FREE (Yes! FREE!) KidsZone! Kids of all ages can enjoy unlimited play time and rides during festival hours. They can get their face painted, have a ball hitting piñatas filled with candy, enjoy carnival rides and more!

Shopping:

The Taco Festival is the most exciting place to shop in Yuma! With more than forty booths, the Vendor Village features gourmet salsas & sauces, boutique clothing, hand crafted jewelry, garden art, hats, sunglasses, souvenirs, home décor, cultural crafts, sponsor giveaways, festival discounts and much more.

Win Big!:

On the Tunes & Tacos Community Stage patrons can enter to win cash and prizes by participating in one of the fantastic competitive eating contests!

Tunes & Tacos Festival

Sponsorship Opportunities

Presenting Sponsor (Limit 2)

Investment: \$10,000

- 10 VIP Backstage Passes (Includes entrance to event, City of Yuma VIP Tent and backstage.)
- Company logo listed as 'Presenting Sponsor' on all promotional material to include television commercial, radio commercial, billboards, posters, flyers, etc.
- Company logo listed as 'Presenting Sponsor' on all print ads
- Company logo listed as 'Presenting Sponsor' on all digital marketing to include social media, television displays (at City Hall, Desert Hills Golf Course, and Yuma Civic Center), web ads, etc.
- Company name listed as 'Presenting Sponsor' on City of Yuma event page on www.yumaaz.gov and www.tunesandtacos.com
- Company banner displayed on event fence (company must provide banner)
- Company given verbal stage recognition as 'Presenting Sponsor' day of event
- One free 10x15 Premium Booth Space



Concert Sponsor (Limit 6)

Investment: \$5,000

- 6 Complimentary Tickets to Concert (Includes entrance to concert and City of Yuma VIP Tent. Does not include backstage.)
- Company logo listed as 'Premier Sponsor' on posters and flyers
- Company logo listed as 'Premier Sponsor' on all print ads
- Company logo listed as 'Premier Sponsor' on all digital marketing to include social media, television displays (at City Hall, Desert Hills Golf Course, and Yuma Civic Center), web ads, etc.
- Company name listed as 'Premier Sponsor' on City of Yuma event page on www.yumaaz.gov and www.tunesandtacos.com
- One free 10x15 booth space at event
- Company banner displayed on event fence (company must provide banner/delivered to City Hall by February 3rd)

KidsZone Sponsor (Limit 2)

This sponsorship would allow for the KidsZone to be absolutely FREE to the public!

Investment: \$5,000

- Company logo listed as 'Event Sponsor' on all print ads
- Company logo listed as 'Event Sponsor' on all digital marketing to include social media, television displays (at City Hall, Desert Hills Golf Course, and Yuma Civic Center), web ads, etc.
- Company name listed as 'Event Sponsor' on City of Yuma event page on www.yumaaz.gov and www.tunesandtacos.com
- Company banner displayed on event fence (company must provide banner)



Tunes & Tacos Festival

Sponsorship Opportunities

Cerveza Garden Sponsor (Limit 4)

Investment: \$1,000

- Company name listed as 'Event Sponsor' on all print ads
- Company name listed as 'Event Sponsor' on all digital marketing to include social media, television displays (at City Hall, Desert Hills Golf Course, and Yuma Civic Center), web ads, etc.
- Company name listed as 'Event Sponsor' on City of Yuma event page on www.yumaaz.gov and www.tunesandtacos.com
- Company banner displayed at cerveza garden (company must provide banner)

Competition Sponsor (Limit 4)

Taco King Competition | Salsa Queen Competition | Rolled Taco Eating Contest | Fresh Jalapeno Eating Contest
Investment: \$500

- Company logo listed as 'Event Sponsor' on all print ads
- Company logo listed as 'Event Sponsor' on all digital marketing to include social media, television displays (at City Hall, Desert Hills Golf Course, and Yuma Civic Center), web ads, etc.
- Company name listed as 'Event Sponsor' on City of Yuma event page on www.yumaaz.gov and www.tunesandtacos.com
- Company banner displayed on stage, trophy's and display grand prize winners checks
- Company banner displayed at cerveza garden (company must provide banner)

Event Sponsor

Name and/or logo featured on all advertisements, signage and promotions. Banners placed on fence. Public recognition throughout the event, and a Vendor Booth Space.

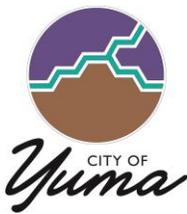
Supplied Product or Service valued at \$500+ : _____

Banner Sponsor

Investment: \$100

- Company banner displayed on event fence (company must provide banner)





**City of Yuma Parks & Recreation
Vendor Application**

For more information or to submit a vendor application, contact:
 Carrie Ring, Marketing Specialist
 One City Plaza, Yuma, AZ 85364
 Carrie.Ring@yumaz.gov | (928) 373-5210

Name and Date of Event Tunes & Tacos Festival | April 8-9, 2016

First Name _____ **Last Name** _____

Mailing Address _____ **E-Mail** _____

Phone _____ **Cell** _____

Business/DBA _____ **COY Business License #** _____

Food Handlers License # (if applicable) _____

****All vendors must comply with the provisions set forth in the Vendor Insurance and Indemnity Requirements document and must provide their Arizona Tax ID number with each application (when applicable).****

Booth Space Select your requirements: (rates per day)	<input type="checkbox"/> FOOD VENDOR: 20x25 --\$250 <input type="checkbox"/> BUSINESS / CRAFT VENDOR: 10x15 --\$250 <input type="checkbox"/> Non-Profit FOOD VENDOR: 10x15 -- \$50 <input type="checkbox"/> Non-Profit BUSINESS / CRAFT VENDOR: 10x15 \$50 <input type="checkbox"/> Salsa Queen Competition 10x10: \$25 per entry <input type="checkbox"/> YES – Taco King Competition <input type="checkbox"/> NO – Taco King Competition <input type="checkbox"/> SPONSOR <input type="checkbox"/> YES – Salsa Queen Competition <input type="checkbox"/> No – Salsa Queen Competition
Taco King & Salsa Queen Competition Select your requirements:	<p>CIRCLE the (LIMIT TWO) Categories you would like to enter for the Taco King Tasting: BEEF CHICKEN PORK SEAFOOD UNIQUE</p> <p>CIRCLE the (NO LIMIT) Categories you would like to enter for the Salsa Queen Tasting: HOT MEDIUM MILD WILD</p>

Additional Required Information:

- Complete list of items to be sold (no beverages of any kind may be sold or distributed):
 Main item - _____
 Additional items - _____

Acknowledgement and Release:

By signing below, I agree that I will assume all risks that arise from my participation. I also hereby waive any claims against the City of Yuma, Yuma Civic Center, and its co-sponsors for any injuries or loss that arise from our participation. Further, I grant full permission to the event organizers, promoters and sponsors or any agent authorized by them, to use any photographs, videos, recordings or any other record of this event for any legitimate purpose. I acknowledge that I have read, understand and agree to all the Vendor Rules and Regulations, and Vendor Insurance and Indemnity Requirements, both of which are attached and incorporated to this agreement by reference.

Signature _____ Date _____

To be completed by Festival Coordinator		Date Application Received: _____	
Company or DBA: _____	AZ Tax ID # _____		
Copy of Food Handlers License: <input type="checkbox"/> Yes <input type="checkbox"/> No	Copy of Certificate of Insurance: <input type="checkbox"/> Yes <input type="checkbox"/> No	Food Vendor: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Space Assignment: _____	Size: _____		
Booth Fee \$ _____			
+Additional \$ _____			
=Total \$ _____	Payment \$ _____	<input type="checkbox"/> Cash <input type="checkbox"/> Check # _____ <input type="checkbox"/> CC	
Credit Card Payment:			
Credit Card # _____	Expires _____	Sec. Code _____	Receipt # _____ Staff Initials: _____

Make checks payable to **YUMA CIVIC CENTER** Please return application and payment to:
 City of Yuma Parks & Recreation Department c/o Carrie Ring, One City Plaza, Yuma, AZ 85364
 Contact 928-373-5210 or email: Carrie.Ring@yumaz.gov for additional information.

CHECKLIST: Insurance Certificate Waiver of Subrogation Endorsement Additional Insured Endorsement AZ TAX ID #



City of Yuma Vendor Rules and Regulations



1. The City will not provide tables, chairs, booth frames, duct tape, and/or extension cords.
2. Vendors shall NOT obstruct walkways, to include: chairs, tables, signs, etc. in front of assigned location.
3. All booths must be professional and festive in appearance. Minimum requirements must include a 10x10 canopy, or 'pop-up' shade structure. Booth must display professional signage, which identifies the business/organization, product(s) and pricing.
4. **All Vendors shall** possess a current City Business License and/or Food Handlers Permit (if applicable).
5. **All Vendors agrees to and shall abide by the insurance and indemnity** provisions set forth in the Vendors Insurance and Indemnity Requirements for the City of Yuma. Vendors may purchase a Tenant Users Liability Insurance Policy (TULIP) at: <https://www.ebi-ins.com/e/tulip/apply.aspx>, or we can purchase one for you at an additional cost.
6. Vendors selling product MUST provide a copy of their AZ Tax ID number.
7. **All food vendors, including non-profits, are required** to have a Class ABC fire extinguisher and must have submitted a completed "Temporary and Special Event Food Service Application" with the Yuma County Health District. **\$10 fee per day of event.** For more information, please contact the Yuma County Health District at (928) 317-4584 and/or the City of Yuma Fire Department at (928) 373-4850.
8. **All food vendors, including non-profits, must adhere** to published "guidelines for temporary and special events food and drink concessions", as set forth by the Yuma County Health District.
9. FOOD VENDORS – Food permit, issued by the Yuma County Health District, must be visibly posted inside the concession booth.
10. No children are allowed in booths with open flames or grills.
11. **It is mandatory that all booths be completely set up ONE hour before the event and all vehicles MUST be off the field thirty minutes before event opening.** This is an insurance company requirement.
12. Set up is available the day before and the day of the festival/event, unless states otherwise for said event.
13. Check in is required prior to setting up your booth.
14. Vendor spaces will be clearly marked; vendors are required to stay within these markings.
15. The City of Yuma reserves the right for placement of all booths and product. Only completed and approved applications, with all required documents and photos will be considered for booth placement. **ALL BOOTH PLACEMENTS ARE FINAL!**
16. **Vendors shall not drive on the field area until the event is over, and the majority of patrons have evacuated.**
17. All Vendors are responsible for cleaning up their booth area during and at the close of the event.
18. No leftover food, cooking oils, or grease will be dumped into trashcans or grass areas – dumpsters will be available at designated locations – check booth placement map.
19. Consumption and/or possession of alcoholic beverages by vendors and/or workers are prohibited. Vendors will be held responsible for any violations.
20. All items to be sold at booth must be indicated on application. The Event Coordinator must be notified of any changes at least 48 hours prior to festival/event. Should changes in the items to be sold occur without required approval, suspension of the right to set-up a booth for any future events may occur.
21. NO REFUNDS will be given to vendors who do not show up for festival/event.
22. CANCELLATIONS/REFUND: The vendor fee is non-refundable/non-transferable.
23. The sponsors of this event will not be liable for any liabilities whatsoever for the failure to fulfill conditions under which the event is being produced: due to natural causes, act of God, or any other causes beyond the control of the City of Yuma.
24. No spaces will be held without pre-payment. Full payment is due 30 days prior to event. No applications will be accepted after one week prior to schedule festival/event, without Visa, MasterCard or certified funds.
25. Payment problems with checks and/or credit cards will result in restriction to cash or money order payment for future festivals. **A fee of \$45 for returned checks will apply.**
26. Each event will limit the number of duplicated business merchandise, to ensure vendor success.
27. Vendor Parking passes will be issued. Vendors are NOT to park in the general parking areas. This includes grass area in Cabellero park, and the Civic Center and Desert Hills Golf Course parking lots.
28. RV Parking - Limited space is available on a 'first come, first served' basis. **Raw parking available for \$25 per event** – spaces located behind Desert Sun Stadium in the dirt parking lot. NO amenities available.
29. The Festival provides security at the festival site. However, the Festival is not responsible for the security of individual vendor booths. Vendors are responsible to secure their own booths, supplies and equipment.

30. This is a "rain-or-shine" event and will occur on the scheduled date regardless of weather.

The Vendor signing this application acknowledges they have read, understand and agree to all the Festival Vendor Rules and Procedures and the Vendor Insurance and Indemnity Requirements for the City of Yuma.

The City of Yuma reserves the right to refuse entrance to any said event based on non-compliance with rules and regulations.

Taco King Competition:

Do you have the best tacos in town? Register to be a taco vendor and compete to become Yuma's Taco King. Professional, amateur and/or fundraising/service organizations are invited to participate. Local celebrity judges will decide who **Yuma's next Taco King** is! **The Taco King Competition is judged with a Tournament Style Bracket System:**

- Judging will begin at 11:00 am. Competitors will present 5 tacos for each category entered.
- 15 Judges will be split into three groups of 5.
- The Categories are: Beef, Chicken, Pork, Seafood, and Unique.
- **Bracket Heat One:** At 11:00 am 5 judges will taste and score. The taco with the highest score in each category will advance to the Semi-Finals.
- **Bracket Heat Two:** At 11:00 am 5 judges will taste and score. The taco with the highest score in each category will advance to the Semi-Finals.
- **Semi-Finals:** At 12:30 pm 5 judges will taste the top two winners from bracket heats one and two. These judges will determine the winners in each category. The taco with the highest overall score (no matter what category) will be crowned Yuma's Taco King.

In the event of a tie for Yuma's Taco King, the highest scored category winners from the Semi-Finals will go "head to head" and need to present 3 more tacos to 3 pre-selected judges.

Prizes: Blind tasting and scoring by selected local celebrities.

- Best Overall - \$500, crown, trophy and title of **Yuma's Taco King**
- Best Beef - Trophy
- Best Chicken – Trophy
- Best Pork – Trophy
- Best Seafood – Trophy
- Best Unique – Trophy

Salsa Competition:

Are you a Salsa Master? We are looking for Salsa Chefs to dice, chop and mix their ingredients and compete for a crown, trophy, \$500 cash and title of **Yuma's Salsa Queen** for people's choice, best overall. Competitors can compete in up to four categories: Hot, Medium, Mild and Wild. Registration is only \$25 per category. Register online at www.tunesandtacos.com, where you'll also find the Yuma County Health Department form to download, required for all Salsa Chefs. Call (928) 373-5210 for questions or more information. **An awards presentation is scheduled during the Tunes & Tacos Festival on Saturday, April 09, 2016 at 6:00 p.m.** **Category winners are required to attend and encouraged to purchase a booth space to sell/promote products.**

Prizes: Tasting and scoring by the public. Invite your friends and family!

- People's Choice, Best Overall - \$500, crown, trophy and title of **Yuma's Salsa Queen**
- 1st Place Hot - Trophy
- 1st Place Mild – Trophy
- 1st Place Medium – Trophy
- 1st Place Wild - Trophy
- Most Festive Booth Decor - \$100

Chefs are provided with a 10' x 10' booth space, one table and two chairs. It is your responsibility to bring festive Mexican décor for your booth space!

Salsa Chefs are allowed to set-up between 2:00 pm – 5:00 pm on Friday afternoon. 1 gallon per category of salsa is needed to provide guests with a 1 oz. sample. Chefs will need to provide the tasting cups. Attendees will be supplied with an individual bag of chips for dipping.