

Pastels ON 5TH

*A benefit for Alternatives to Violence and
the Southern Larimer County Safehouse Project*

Dear Restaurant Owner:

We would like to invite you to be on the ground floor in creating Loveland's newest art event. We hope to add "**Pastels on 5th**" to the already impressive list of events that highlight one of Loveland's most distinguishing features, its internationally renowned arts community.

Pastels on 5th recognizes that the arts are key to the continued vitality of Downtown Loveland. We want to include the whole city in this **free** benefit event, bringing businesses, artists, and community members to the cultural hub of Loveland. This event will benefit Alternatives to Violence (ATV) and all money raised will help build a safe house for victims of domestic violence in Southern Larimer County.

The first ever Pastels on 5th will be September 10, 2011 (the second Saturday in September). The location is 5th Street in Downtown Loveland, between Cleveland and Lincoln, adjacent to the Loveland Museum/Gallery. A reception will take place inside the Loveland Museum from 11am – 2pm for artists and sponsors.

What is a festival without food?! You can help make this event a huge success, as well as have an opportunity to showcase your restaurant. We would like to invite you to participate by *selling* items off your menu to the public. This event is FREE to the public and we anticipate several hundred people walking 5th street on September 10.

The **vendor fee** for Pastels is only \$100, although we require that you sponsor a square in addition to your vendor fee (we have discount pricing for vendors). As a sponsor, an artist will be assigned (or you may provide your own) to design a pastel with your name on it. This is wonderful marketing and publicity for your restaurant. Your vendor fee covers a 10x10 area (up to two tables (6 ft.) and two chairs are available to you). There will be an additional fee if you need electricity at your booth.

Please see the attached brochure for more detailed information about the event. Complete the attached "Restaurant/Food Vendor Application" and include your donation to confirm your spot.

If you have any questions please contact Tracie Hartman, (970) 461-1134, Vendor Coordinator.

Most Sincerely,

Marcia Moellenberg, (970) 613-8404 & Vicky Bryant, (970) 461-2972, Event Coordinators



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EVENT RULES AND REGULATIONS

Food Vendor Applications are subject to approval by the Organizing Committee. If your application is declined, your deposit will be returned by mail. Selection is based primarily on variety of foods offered.

- Vendors must adhere to established event move-in/move out timelines
- Food Vendors are asked to sell to all attendees and as a representative and partner of Pastels on 5th
- Prices may be set by restaurant

SPACE - The event is taking place in the public parking lot on the southwest corner of 5th and Lincoln. It is paved. Vendor spaces are 10' deep and 10' wide though some may be larger to accommodate concession trailers. Areas are priced at \$100. Space availability is limited and will be assigned on a first-come, first-served basis. Canopies and tents will not be provided but you may bring your own. To maintain safety tents and canopies must be anchored. We can provide you with up to two (2) tables and chairs if needed – please indicate need on your application.

TRASH - Vendors are asked to remove all trash and leave vendor space clean at the end of the event.

ELECTRICITY - All electrical requirements must be listed below. As a courtesy to other food participants, we ask you to keep your connections to a minimum and not plan to run an air conditioner. You will need to supply your own heavy duty extension cord to pull power directly to your booth. If you are using a power strip, you may be asked to limit the amount of items you can run on one circuit. It is imperative all electrical needs be presented no later than 48 prior to event. Any needs that are not received in writing prior to this will be accommodated to the best of our ability. No guarantees will be made.

ELECTRICAL NEEDS:

Please indicate on your application what you plan to bring and how many watts and amps each piece requires. In order to properly prepare with our generator provider, we **MUST** know what each vendor is bringing. Failure to disclose your equipment may result in insufficient power to your zone. Chest freezers, domestic stoves and refrigerators do create problems because of their power draw and will be charged separately. **PLEASE DO NOT RUN AIR CONDITIONERS.** Restaurants are allowed to bring their own generators.

Additional costs will be applied as we learn our electrical needs. You will be notified in advance of the additional costs. Please plan accordingly.

LOADING - Loading and unloading details will be provided closer to the date and depend on the number of restaurants participating. All equipment **MUST** be in place by 8am 9/10/11 – 5th Street will be closed at that time. Food and beverages can be brought in on small carts after this time but all vendors are asked to be ready to sell by 10am. You may start selling earlier if you like. Booth breakdown can begin at 3pm and must be completed by 5pm.

RELEASE: The attached release must be signed and returned with payment or entry will not be accepted.



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FOOD VENDOR APPLICATION
September 10, 2011

Business/Sponsor Name: _____

Contact Name(s): _____ E-mail Address: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____ Cell Phone: _____

RESTAURANT/FOOD VENDOR SPONSORSHIP:

- Vendor Fee \$100 (10x10 vendor space)
4x4 Canvas \$100 (vendor discounted price)
5x6 Canvas \$175 (vendor discounted price)
Event Sponsor \$500 (includes name/logo on event poster, if received by May 15, 2011)
Electricity (if needed) \$TBD
Total: \$_____ Make checks payable to: Alternatives to Violence

- I am providing an artist to work on my square, and I have confirmed the event date with the artist.
Please provide an artist for me.

Please check all that apply:

- Concession Trailer (End Serve Side Serve) Length: Width:
Free Standing Concession: Length: Width:

Electrical requirements: Please list what you plan to bring
Watts Amps. Portable generators are allowed.

Would you like? 1 6x6 table 2 6x6 tables 2 chairs (Not provided: canopy, any electrical cords needed)

PRODUCT(S)

PRICES

(Every item you would like to sell must be listed and must include the prices. Attach an additional page if needed)

Table with 2 columns: Product, Price

State Sales Tax License # _____ City Sales Tax License # _____

RISK & LIABILITY

The undersigned hereby releases and agrees to hold harmless Pastels on 5th, Alternatives to Violence, and the Loveland Museum/Gallery from any damage to the undersigned's property or any personal injury, which he/she or helpers may sustain while participating in the Pastels on 5th Event held on September 10, 2011.

Further, I agree to abide by the Rules, Policies, and Guideline developed by the Pastels on 5th committee and understand that failure to follow these regulations can mean expulsion from this year's event or future events.

Because Pastels on 5th does not carry insurance to cover my personal property, I understand that as an independent contractor I display my booth at my own risk and have been advised to obtain my own insurance.

Applicant's Signature: _____ Date: _____



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EVENT RULES AGREEMENT

If you are assigned a booth space, confirmation will be emailed to you with additional information. If you are not assigned a booth space, your fee will be returned.

- 1.) Applications must be submitted no later than August 1, 2011. Vendor spaces will be issued to selected applicants as soon as possible after receipt. Full payment must be received with your application.
- 2.) Booth fees are non-refundable. There is no rain date and no refunds for weather.
- 3.) There is a \$50.00 fee for returned checks.**
- 4.) All vendor equipment must be in place by 8am; food/drinks can be brought in on small carts after that time, selling must begin by 10am at the latest. You may begin earlier if you like.
- 5.) You will receive email confirmation of your acceptance to Pastels. Space is limited and is on a first paid basis.
- 6.) You are required to supply all of your own signage and materials. 2 tables (6x6) and 2 chairs can be provided. Booths and their contents may not extend beyond the 10' x 10' assigned space unless agreed upon prior to event.
- 7.) Pastels on 5th is not liable for any claims made by vendors regarding their products' value, pricing, or quality. It is the responsibility of the vendor to produce and deliver products in accordance with any and all government regulations that apply to their industry.
- 8.) Vendors are *not* permitted to serve alcoholic beverages of any kind (soda, water, lemonade, are permitted).
- 9.) All food vendors are required to have a current Colorado Retail Food License. You must refer to the Larimer County Health Department to obtain your license. If you do not have a current Colorado Retail Food License you will not be allowed to operate at the event.
- 10.) Sales Tax: All vendors selling goods must display, in a visible location, their Colorado State Sales Tax License and City of Loveland Sales Tax License. You may obtain a City of Loveland Special Event Sales Tax License by calling (970) 962-2708 – OR – go to website www.ci.loveland.co.us – OR – personally pick it up at the City offices at 500 E. 3rd Street, Loveland, CO. 80538. There is no fee for the City License.

I, _____, agree to abide by all of the above rules and regulations.
Applicant's Signature: _____ Date: _____

Mail forms to:

Pastels on 5th
Alternatives to Violence
313 East 4th St.
Loveland, CO 80537

OFFICE USE ONLY:

Date received: _____
 Application Risk/Liability/Rules
 Fee Accepted
Booth space number _____