



January 10, 2012

Dear prospective food, beverage, and retail vendor,

Thank you for expressing your interest in participating in this year's OpSail 2012 Virginia™. We are all quite excited about this large-scale maritime event and are anticipating a great public turnout. This application is for those who would like to be involved with the events that will be taking place in **DOWNTOWN NORFOLK ONLY**. Events are scheduled to be held in this area June 6-10, 2012 and the initial deadline to return a completed application is February 17, 2012. Please refer to the enclosed application for specific fees and setup information.

In order to maximize the possibility of being selected to attend this event, it is imperative that all questions are answered as thoroughly as possible. This will assist our Concessions Selection Committee during the decision-making process who, after carefully reviewing all submitted applications for OpSail 2012 Virginia™ and Norfolk Harborfest, will select the vendors that we feel will fit the event locations best and will make the best contribution to our event. The selection of vendors will be based mainly on the following criteria:

- ❖ Value to our customers
- ❖ Quality and variety of menu
- ❖ Site appearance
- ❖ Association to surrounding programming and entertainment
- ❖ Profitability
- ❖ Prior special event experience

Once the OpSail 2012 Virginia™ Concessions Committee has finalized all vendor selections, accepted vendors will be notified by mail as well as e-mail. Those with any additional questions that were not addressed can be answered by calling our office at (757) 441-2345 or by email to [ricec@festevents.org](mailto:ricec@festevents.org). We look forward to hearing from you!

Sincerely,

Chris Rice

Sales and Marketing Manager

Enclosures



**OpSail 2012 Virginia™ and Norfolk Harborfest®**

**Concession Application Form**

The submission of a completed application does not constitute authorization to manage a concession operation on-site at OpSail 2012™ and Norfolk Harborfest®

***I. Applicant Information***

What type of application is this? (circle one)    food            beverage            retail

How many locations are you requesting?

\_\_\_\_\_

How much space do you need at each location (ex. 15'x15' tent, 12'x24' trailer)?

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Business Address (if different from above): \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

**II. Festival Experience**

Please describe all prior outdoor special event experience.

Event Name	Date	Event Contact Person	Phone	Gross Sales

**III. Type of Concession and Product Information**

Upon your acceptance, menu will be limited. Please choose your menu accordingly.

Menu or Product Item	Price (inc. tax)	Serving Size

(attach extra sheet if necessary)

**IV. Photographs**

Vendor must submit 5 photographs with this application. These photos **must** include views of:

- 1. food, beverage or retail products
- 2. all signage
- 3. booth front
- 4. inside booth area
- 5. booth rear

These photos must all have been taken **during full operation**. Applications submitted without the required photographs will not be accepted. Please label all photographs with vendor name. These photographs will remain the property of OpSail 2012 Virginia™ and Harborfest®.

**V. Electrical Requirements**

Please list all electrical requirements including lighting. Site is equipped with **110V power, 20 Amp source only**. Power is included in your space fee.

Equipment Description	Qty.	Watts	Amps

**Total (not to exceed 20 Amps): \_\_\_\_\_**

***Electrical Requirements (cont.)***

If necessary would you be able to bring a quiet generator to supply your needs? \_\_\_\_\_

If yes, describe generator: \_\_\_\_\_

\_\_\_\_\_

***VI. Parking Requirements***

OpSail 2012 Virginia™ and Harborfest® do not provide parking for general vendor vehicles. If an on-site vehicle is essential, please describe purpose and size. Vendor site assignment will be affected by vehicle necessity.

Vehicle: \_\_\_\_\_ Size: \_\_\_\_\_

Purpose: \_\_\_\_\_

**\*\* Please submit pages 1 – 4 for consideration. Our vendor Selection Committee will use this information to make their selections. Please include any other promotional material or additional information you feel will be helpful. Applications should be mailed as soon as possible to:**

**Norfolk Festevents  
Attn: Sales & Operations  
120 West Main Street  
Norfolk, VA 23510**

**\*\* The following information should be kept on file for future reference. Upon your acceptance, additional event information will be sent along with a lease agreement.**

## ***VII. Insurance***

Vendor must provide, with this application, binding proof of comprehensive public liability insurance. Policy must include coverage against personal injury or death, property damage occasioned by reason of the operations conducted by vendor and products liability. Your policy must include **minimum policy limits of five hundred thousand dollars (\$500,000.00)** for bodily injury or death and products liability to one or more persons in any one accident or event, **and fifty thousand dollars (\$50,000.00) for damage to property** resulting from any one accident or event. We reserve the right to increase minimum policy limits.

Upon your acceptance into any event, vendor **must** name as additional insured the **City of Norfolk, Norfolk Redevelopment and Housing Authority, Norfolk Festevents, Ltd., OpSail 2012 Virginia™ their agents, volunteers, officers and employees as pertains to the insured's participation in OpSail 2012 Virginia™ and Harborfest®** and provide OpSail 2012 Virginia™ and Harborfest® with an insurance certificate as proof of such coverage. We reserve the right to demand more additional insured as necessary.

This insurance policy must also have the provision that it not be altered, canceled or subject to reduction of coverage prior to thirty (30) days after written notice of such alteration, cancellation or reduction of coverage is mailed to the City of Norfolk and OpSail 2012 Virginia™

## ***VIII. Health Permit***

All accepted food and beverage vendors would be required to obtain a City of Norfolk Department of Public Health temporary food permit. An application for this permit will be mailed with a lease package upon your acceptance into an event. The application must be returned to the City of Norfolk Department of Public Health along with a twenty-five dollar (\$25.00) risk assessment evaluation charge. The application must be received by the City of Norfolk Department of Public Health one month prior to the start of the event. For more information, please call the City of Norfolk Department of Public Health at 757-683-2700. The Dept. of Public Health will prohibit from participation any food or beverage vendor that cannot meet their requirements. If this occurs, all payments made to OpSail 2012 Virginia™ and Harborfest® by the vendor will be forfeited.

## ***IX. Business License***

Upon acceptance into any event, you are required to obtain a City of Norfolk business license. For more information, please contact the Commissioner of Revenue's office at 757-441-2781. The Commissioner of Revenue's office will prohibit from participation any vendor that has a tax related delinquency. If this occurs, all payments made to OpSail 2012 Virginia and Harborfest® by the vendor will be forfeited.

## ***X. Sponsorships***

Vendors are to abide by sponsorship rules at all times. Sponsors reserve the right to promote and distribute complimentary samples or premiums. Samples may include food, beverages and novelty items. Additionally, you may be required to purchase certain supplies from these sponsors including soft drinks, bread, propane, etc. If you are selected to participate, this information will be included in your event packet.

## ***XI. Beverage Sales***

All beverages and cups must be purchased from our sponsors. If you are selected to participate, these sponsors will be identified in your event packet. **Purchases from retail outlets are not allowed!**

## ***XII. Water and Ice***

Water will be available and is included in your space fee. Vendors must provide their own Health Department approved hose and/or containers to carry water. Ice can be purchased on-site. In 2011, the price for ice was \$4.00 per 16 lb. bag.

## ***XIII. Turf Damage***

Upon your acceptance into the event, vendor must provide adequate ground cover to protect the grass or ground surface. This should be landscape quality filter fabric, **not** indoor/outdoor carpet, plastic or tarp. Vendor must provide adequate protection from grease spillage. Plywood or other like material must be placed under any fryer or grill. Turf cover may be purchased at our cost. Cost is determined prior to the event season. Cost in 2011 was \$0.75/ft<sup>2</sup>.

## ***XIV. Waste Removal***

Vendors must dispose of all trash. OpSail 2012 Virginia™ and Harborfest® will provide a dumpster on site. You are not permitted to leave anything behind upon event conclusion. This includes propane containers, bread racks, soda containers and trash. All gray water and grease must be disposed of in the wastewater containers provided. Ashes and charcoal must be removed from the park by the vendor. Nothing is to be dumped into park drains. This includes water and ice. You will be fined by the Dept. of Public Works and prohibited from further participation if you are found dumping waste onto the ground or into park drains. OpSail 2012 Virginia™ and Harborfest® reserve the right to pass along to the vendor any waste related expenses we may incur during this event.

## **XV. Notification**

Notification letters will be mailed approximately one week after the application is received by OpSail 2012 Virginia™ and Harborfest®. Accepted vendors will be required to sign a lease agreement with the City of Norfolk. This lease agreement will be mailed with your vendor packet approximately March 16, 2012. Vendor can sell **only** those items listed on the lease. The signed lease, along with appropriate space fees, must be received by OpSail 2012 Virginia™ and Harborfest® by April 10, 2012.

## **XVI. Site Layout and Fees**

The OpSail 2012 Virginia™ and Harborfest® event site will have 5-6 main vendor locations. Retail vendor space fees will begin at \$700.00 for a 10' x 10' space. Larger spaces will be priced accordingly. Food and beverage vendor space fees will begin at \$550 plus 15% of sales after taxes for a push cart location, and \$950.00 plus 15% of sales after taxes for a 15'x15' space. Larger spaces will be priced accordingly. Upon your acceptance, fees and sites will be assigned to you.

## **XVII. Late Fees**

Space fees are due upon lease submittal. Percentage payments, if applicable, are due in the OpSail 2012 Virginia™ and Harborfest® office upon the event's completion. Any fees not received on or before the specified days will be subject to a \$50.00 late fee or cancellation of your participation. All returned checks will be subject to a \$35.00 processing fee.