

# Roll'n Out Food Truck Fest

Food Trucks \* Movies in the Park \* Artisan Market \* Interactive Fun

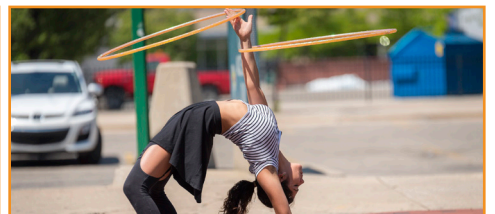
Downtown Grand Rapids Inc. (DGRI) and the Grand Rapids Food Truck Association (GRFTA) bring you **Grand Rapids largest food truck rally** to the heart of the city in Downtown Grand Rapids!

On May 21, 2017, food trucks from all over Michigan will have an opportunity to highlight their unique cuisine to the Grand Rapids community in order to celebrate the new pilot food truck ordinance passed by City Commission in 2016. This fun free event will highlight culinary and business entrepreneurship and culinary talents of all kinds.

## Event Details

Taking place in and around Heartside Park and the Downtown Market parking lot, Roll'n Out food Truck Fest will go live from 11:00 a.m. to 7:00 p.m. offering all types of FREE activities including:

- **15+ oh-so-colorful food trucks** featuring diverse and incredibly yummy food offerings to please any palette, from complete meals to fill you up and \$3 tasting options to tickle your senses
- **Movies on a ginormous LED screen** for incredible viewing wherever you park your fanny (and, did we mention, the overall movie theme: FOOD...to make you hungry...so you continue to visit food trucks)
- **Pop-Up Performers** to keep you entertained between movies and give you something to watch while you continue to explore additional food choices
- **Food Truck Walk**, just like the cake walk at your local carnival but better because it will lead winners back to the food trucks, for more food
- **Artisan Market** at the Downtown Market parking lot so when you absolutely cannot hold one more bite of food you can participate or spend time watching some interactive art and maybe make a purchase or two or three to support local artists
- **Games** – think giant Jenga, twister and board games galore – all set up and ready to go for play time (after you've used a compostable napkin to remove all the food remnants that you've accumulated)
- **And we're not done planning yet**, just don't have more details at this time to give you and anyway, you look overwhelmed by the upcoming fun and excitement this spring in the Downtown



## Vendor Expectations, Terms, and Conditions

Vendors are to arrive early and be setup and ready to go before the event starts and are expected to arrive at 8am at the earliest. A specific time and schedule will be provided to you by the Grand Rapids Food Truck Association closer to the date.

### Equipment and Criteria

- All vendors must be a licensed vendor with the City of Grand Rapids.
- All vendors must have gone through the Grand Rapids Fire Department inspections and have been approved.
- All vendors must be able to operate and provide their own generator for electric as electric will not be available.
- Food trucks and trailers only at this event. There are no food tent vendors.
- Vendors must stay for the entire duration of the event.
- If you need any kind of equipment for your vending, please be prepared to bring everything with you.
- All vendors must bring their own trash can to be placed outside of their truck.
- Vendors must use compostable and/or recyclable products.
- Vendors must place a mat underneath their truck and/or site to catch any oil, grease, etc. from the truck.
- The Grand Rapids Food Truck Association will help to coordinate vendors and the venue area upon arrival.

### Payment/Refunds

There is a \$50 fee to be at the event which helps cover the cost of the hooded meters, street closure, and t-shirts for your employees. Payment is due on May 1, 2017. You will receive an invoice via email. Payment must be made by check and written out to Grand Rapids Downtown Development Authority.

Each food truck must also provide two (2) \$10 gift certificates to be donated for the food truck walk for winners (can be used at any time).

### Marketing/Advertising

- DGRI will be marketing your company in all press releases, social media, and marketing materials
- DGRI will provide you with digital and printed marketing collateral.
- DGRI will provide you two (2) t-shirts for the truck owner and manager to wear at the event.
- We also request that you help promote the event through your website, social media outlets, word of mouth, and help distribute any marketing materials we may have to your networks. DO NOT create your own event page via Facebook for the event. Your business will be tagged in each event. Share the event we have created.
- Please provide us with a working email that you check frequently as this is the main form of communication we use. This allows us to send you back contracts, site-maps, and easily communicate information.

### Vendor Selection

- Downtown Grand Rapids Inc. works with our partners and events committee to help determine which vendors are selected to attend the event.
- If you are selected as a vendor, we will email and let you know.

## Food Truck Sponsorship

As part of the sponsorship entitlements for companies/organizations sponsoring the event, they have the opportunity to choose a truck that they would like to sponsor. Below is a list of entitlements they are promised that each truck (if sponsored) must be able to commit to.

- Logo/name inclusion on one poster displayed on service side of truck during event
- Your brand, product, management team, etc. included in the name of one food truck item sold at event
- 15 \$3 tasting menu food vouchers for your employees to enjoy your menu item (used day of event)
- Distribution of a product sample, coupon or brand engagement piece distributed by your food truck at point of sale
- Name included in DGRI website database emails and social media outlets (40,000+ followers) regarding event
- Name inclusion in one media release
- Name included in all DGRI website database emails and social media outlets (40,000+ followers) mentioning the event
- Your :30 commercial or logo run one time during the event on the LED movie screen along with your food truck's logo
- Your logo included along with other Food Truck Sponsor logos on a digital banner featured 5x on the LED movie screen
- 6ft table outside of your sponsored truck for your staff to promote and distribute information about your company/organization

Sponsors will receive a ticket for \$10 good towards any truck and tickets good for a \$3 tasting menu option good for any truck. The tickets will look different from one another. After the event is over, you will provide your tickets to the event staff, and submit an invoice to Downtown Grand Rapids Inc. for reimbursement for the tickets you filled.

In order to receive your reimbursement, you must be setup as a City Vendor. Instructions of how to do this will be provided to you. There is no fee to do so. Once you are setup, you will never have to do it again.





## Vendor Agreement

The Roll'n Out Food Truck Fest event will be held on May 21, 2017 at Heartside Park, Ionia St. and the Downtown Market, Downtown Grand Rapids.

Applications are due March 17, 2017 and must be submitted in person or via email at [info@downtowngr.org](mailto:info@downtowngr.org).

### Vendor Contact Information:

Company Vendor Name: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone number: \_\_\_\_\_

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

Day of Point of Contact Name: \_\_\_\_\_ Cell number: \_\_\_\_\_

■ Are you a licensed vendor through the City of Grand Rapids?  Yes  No

■ Have you received your GR Fire Department inspection?  Yes  No

If no, when are you scheduled for your inspection? \_\_\_\_\_

■ What does your business operate out of (*check all that apply*)?  Truck  Trailer

■ All vendors must operate off of their own electric and/or generator. There will be no electric provided. Are you able to operate your business with this restraint?  Yes  No

■ Please select the t-shirt size(s) you will need for the two (2) event shirts provided to you (standard sizes):

\_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_  
Small      Medium      Large      X-Large      XX-Large      XXX-Large

I have read this document and agree to all event criteria, terms, and conditions listed within this document:

\_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_  
Printed Name      Signature      Date

