



Alberta Blue Cross and Silverberg Group present STREET EATS FESTIVAL

In support of Lethbridge Family Services

JUNE 13, 2020 FROM 11:00AM – 9:30PM

VENDOR CONTRACT: _____

COMPANY NAME: _____

CONTACT PERSON(s): _____

EMAIL: _____ CELL PHONE NUMBER _____

ADDRESS: _____ CITY/PROVINCE _____

POSTAL CODE: _____

UNIT DIMENSIONS: LENGTH: _____ WIDTH: _____

Fees:

- Early Bird Rate - Pay By Wednesday, April 22, 2020 \$299.00 plus GST = \$313.95 per stall
- Regular Rate – Pay After Wednesday, April 22, 2020 \$375.00 plus GST = \$393.75 per stall
- Last day for applications is May 29, 2020

Food and Beverage

- Please provide a menu with prices as early as possible OR
- Provide a comprehensive list of menu and prices as early as possible

Required Documents

- Event Application Form
- Alberta Health Services Food Handling Permit
- Insurance Policy
- Menu

Provisions

All Vendors hereby agree to the terms listed in this document as follows:

1. Any designated representative of the City of Lethbridge (City), ENMAX Centre or Lethbridge Family Services, shall have access to the said premises at all times.
2. Vendors must comply with all Alberta Health Services Mobile Food Vending regulations and fill out all appropriate AHS forms.



3. **All Alberta Health Services forms must be submitted with the Event Application**
4. Vendors are NOT permitted to sell alcoholic beverages
5. Vendors must comply with all regulations as directed by the City of Lethbridge Fire Marshals.
 - a. All Vendors must have a properly rated fire extinguisher in the work area at all times.
6. **Vendor Space**
 - a. Load in will commence at 8:00 am on June 13, 2020.
 - b. Vendors will be directed to their location upon arrival to site (Enmax Centre parking lot) based on first come first positioned.
 - c. It is mandatory to arrive on site by 9:00 am.
 - d. All Vendors must be set-up for Alberta Health Services Inspections by 10:00am on June 13, 2020 (1.5 hours prior to the start of the event).
 - e. Vendors must stay within this designated space during the event.
7. The Vendor must post a sign showing the prices charged for all items being offered for sale.
8. The City may at any time in its discretion, require the Vendor to remove himself, his employees and his property from the premises for any violation of this agreement.
9. The Vendor will be responsible for any damages to the grounds, fixtures or any other City property that occur during the set-up, operation, and take down of their concession.
10. The Vendor will operate for the set hours and will not take down their structure or remove it from its location until the event end time has been reached.
11. The Vendor shall be solely responsible for all accidents and injuries to persons and property caused by the negligence or breach of warranty on his part, or his servants or agents, and hereby agrees to indemnify the City of Lethbridge and Lethbridge Family Services from every claim. **Preferred liability limit is \$1,000,000.00 and Vendor MUST include a copy of their current insurance policy with their application.**
12. The ENMAX Centre and Lethbridge Family Services, and all its staff, management, officers or agents will not be held responsible for any loss or damage that may occur to property or persons during the times of load in, during the event, or load out.
13. Personal property is the responsibility of the Vendors. The City of Lethbridge ENMAX Centre shall not be liable for loss or damage to the property of others while such property is in or on City property.
14. The Vendor admits to having read over this agreement, all information provided and by signing below agrees by the terms and conditions therein. The Vendor also admits to having received a duplicate or copy thereof and no agreement exists other than herein contained.
15. The Vendor must remit full (non-refundable) payment and all application forms by *Wednesday, April 22, 2020 to receive the Early Bird Rate*. No space is confirmed until all paperwork and full payment is received.
16. Refunds will only be issued to Vendors in the event that the Street Eats Festival Event is canceled.
17. The Vendors truck/booth must be fully self-contained (including power and water). NO Hook Ups available.

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Street Eats Festival

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VENDOR CONFIRMATION:

_____ Has agreed to the conditions outlined above.

(PRINT NAME)

SIGNED AND AGREED BY: _____

DATE: _____

We look forward to seeing you at the Street Eats Festival!

Event Contact:

Michelle Gallucci, Director, Advancement & Communications
Lethbridge Family Services
1107 2A Avenue North
Lethbridge, AB T1H 0E6
Work: 403-327-5724
Cell: 403-915-8028

PAYMENT INFORMATION:

We accept Debit, Visa, MasterCard, American Express, Cash and Cheque

Payment Method: _____

Credit Card Number: _____

EXP Date: _____ CVS: _____

Name on Card: _____

Total to be invoiced: **\$299.00 plus GST = \$313.95**

*Payment can also be made in person at Lethbridge Family Services: 1107 2A Avenue North

*Please make all cheques payable to: Lethbridge Family Services

No vendor space is confirmed until full non-refundable payment and all paperwork is received

***All payments/paperwork are due by Wednesday, April 22, 2020 to receive the Early Bird Rate.**





We Want to Promote You!

Website _____
Facebook _____
Twitter _____
Instagram _____

Lethbridge Family Services works to provide you a well-organized, promoted, and advertised event...but we can't do it alone. Please share your participation with your loyal followers and fans so they can catch your great food at this year's Street Eats Festival.

Street Eats Festival Marketing

Social media Facebook

- Targeted ad creative developed by Lethbridge Family Services promoting the event; tags; shares; recognition - April 14 – June 14, 2020
 - Reach - 4,710 people reached per week

Twitter

- Targeted ad creative developed by Lethbridge Family Services promoting the event; tags; tweets and re-tweets; recognition - specifically designed for a Twitter audience running at scheduled intervals, April 14 – June 14, 2020
 - Unique Followers: 1675 and thousands in retweets, likes and partner engagements
 - Tweet Impressions: 55K per month

Radio

- 8 – week campaign: weekly promotion of Street Eats Festival – directing listeners to the LFS website for more information and food truck listing

Movie Mill

- 6 – week campaign: pre-show static ads in 7 theatres daily listing all participating businesses

Print

- Poster Placement promo throughout Lethbridge
- External E-Newsletter in April and May
- City of Lethbridge Rec and Culture Guide, April and May 2020

LFS Website

- Name recognition on the LFS website, linked to your websites
- Media streaming on the LFS home page linked to Facebook and Twitter