



# 2017 FOOD VENDOR APPLICATION

## GM River Days 2017

**Friday, June 23: 11am – 10pm**

**Saturday, June 24: 11am – 10pm**

**Sunday, June 25: 11am – 10pm**

### **ABOUT RIVER DAYS**

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The Detroit RiverFront Conservancy is pleased to present the eleventh annual River Days Festival, on Detroit's internationally acclaimed RiverWalk. In 2016, 150,000 guests enjoyed activities and music that were as diverse as the attendees themselves. River Days takes place at the foot of the Renaissance Center, home to 30,000 employees including a thriving General Motors, and stretches down the RiverWalk to the Milliken State Park.

### **EVENT COMPONENTS**

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As a unique celebration of the Detroit River and the three-mile RiverWalk, the Festival serves as a regional opportunity to showcase Detroit's culture and environment. This year, River Days is scheduled to feature:

- Three Live music stages including a national talent stage.
- Interactive Kids' Area produced by Detroit's own Parade Company, located throughout Rivard Plaza adjacent to beautiful Milliken State Park.
- The Diamond Jack ferry boat, offering tours of the Detroit River.
- Sand sculptures and sand play area for kids.
- Jet-ski exhibitions.
- Coast Guard Vessels and Rescue Demonstrations.
- A family-themed Carnival, games and activities.
- Strolling entertainers along the RiverWalk.
- 15 local and regional eateries. From fine to fun celebrate the culture and diversity of Michigan's and the Midwest's food industry by selling their specialties that show off the talents of their kitchens and their chefs.

### **BENEFITS OF PARTICIPATION**

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- Earn revenue – sell your food items to expected crowds of more than 150,000 guests.
- Marketing – generate awareness of your food operation and develop clientele for long after the event is over. Marketing opportunities include: the option to distribute promotional materials at your booth (*i.e.*, coupons, giveaways, *etc.*), the chance to make live radio appearances, and the opportunity to participate in media interviews.

### **LIVE BROADCASTING & PROMOTIONS**

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Media partners provide significant event promotion. Media partners in 2016 included: WDIV-TV4, Fox 2; *Metro Times*, WWJ, WDVD; DOUG, WJLB; WMXD, WNIC, Channel 955; WYCD, WOMC, 106.7 the D; WDET and AMP. A similar outstanding line-up of broadcast, print, and electronic media partners will support the event in 2017.

### **REQUIREMENTS FOR PARTICIPATION**

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In our commitment to promote the Detroit River Walk, we prefer to feature Detroit restaurants located near the Riverfront. We do, however, invite established food operations from all over Detroit and surrounding cities to participate. We strive to ensure that all of our participating food vendors use the best ingredients, sell their signature items, and offer our attendees a taste of a wide variety of foods. Applicants must meet the following criteria:

- Each applicant must be a year-round, fully licensed and insured food sales operation whose primary function is the preparation and sale of food for consumption on its permanent premises or off-site in legally-recognized

and commercially-zoned locations. Catering companies, licensed food trucks and other food operations with festival service experience will be considered if their suggested menu items are deemed to be desirable and will enhance the Festival's menu diversity. Any applicant company may be asked for a comprehensive sampling of menu offerings by the Festival Food Committee. Applicant also may be asked for references from festivals or clients that have employed applicant for larger-scale events.

- Applicants must have been in operation at the address listed on the application on or before April 15, 2016.
- A River Days representative will visit each food operation to judge for quality, service, and cleanliness.
- Special consideration will be given to restaurants that offer cultural and ethnic diversity.
- Applicants must be flexible in their choices of menu items for the Event. The Event will allow only certain items to be duplicated. All applicants must submit their established menus with their applications so that the Event Food Committee can facilitate their menu selections.
- Proof of ownership is required. Please do not allow someone to use your name for the weekend. Remember - this is *your* reputation in front of 150,000 people!

## **GM RIVER DAYS PROVIDES**

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- Tent – one-half of a 20' x 20' tent or a 10' x 10' tent provided and installed by the Event.
- General overhead lighting for the tent (one bulb).
- Tables – three (3) eight-foot tables: one (1) serving table, topped and skirted and two (2) tables for prep area.
- One (1) overhead sign listing all menu items, ticket prices, and the food vendor's name. Your company logo can be added for a nominal charge. (Signs remain property of River Days.)
- One (1) 20-amp/110-volt electrical circuit – additional power may be purchased through the generator contractor if necessary.
- One (1) event parking pass.
- Restaurant Orientation Meeting –REQUIRED FOR ALL PARTICIPANTS.
- General Services – The Event will have an on-site electrical contractor, grey water removal, grease removal and ice supplier. An on-site refrigerated trailer space will be available for rent. The Event will act as liaison with the Health Division and Fire Department and will provide general consulting to help choose menu items, determine prices, lay out booths, plan staffing.

## **KEY RULES & REGULATIONS**

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- The price for each menu item can range from \$1.00 to \$9.00. Keep in mind that volume sales are key to monetary success.
- Food vendor may purchase non-alcoholic beverages from the Event for re-sale during Festival.
- Food vendor participants may not sell novelty items in their booths (*i.e.*, T-shirts, *etc.*).
- Attendance at the Restaurant Orientation Meeting by a key contact person is mandatory and essential to both your success and that of the Event. Failure to attend this meeting will result in the disqualification of your company for participation in River Days.
- All participants must adhere to deadlines for submitting applications, paperwork, and fee payments. Failure to meet deadlines will result in the disqualification of your company from participation.
- Food vendor participants and their employees must maintain the highest degree of cleanliness and professionalism in their booths and on the River Days grounds at all times.
- Participation in pre-event promotions is essential for a successful Event. Such participation will benefit both your company and the Event. We ask that you make every effort to participate in these promotions prior to River Days when asked by Festival Management.
- Food vendor participants are responsible for providing all necessary equipment for their operations. Equipment must meet Wayne County, Michigan, safety and health standards.
- Food vendor booth locations will be assigned by River Days Management to ensure a variety of menu choices at different locations within the Festival footprint.
- In the best interest of the Festival and the participant, Festival Management reserves the right to make menu item and price changes in order to create the best possible menu mix and value for our customers.

## **EXPECTATION OF PARTICIPANTS**

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We provide the food vendor participants with information geared towards creating a successful partnership between the Event and the participant. Each food vendor will be required to adhere to our Rules and Regulations; complete necessary paperwork; and cooperate in every way with Event Management. We appreciate your cooperation and will do everything we can to make your participation a success. Just as it is in your operation, the safety and happiness of our guests, participants, and staff is always our first concern. This application lists our key Rules and Regulations to help you complete the paperwork.

## **COST TO PARTICIPATE**

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Each food vendor space is sold separately. This is a cash event with a flat admission fee. No commission on sales is charged. (Please note: new applicants must pay a \$25 application fee.) One-half of the fee is due with application. Upon acceptance, your check will be deposited and the balance will be due on May 5<sup>th</sup>, 2017.



# GM RIVER DAYS 2017 FOOD VENDOR APPLICATION

Food Vendor Name: \_\_\_\_\_

Type of Food/Cuisine: \_\_\_\_\_  
(i.e., Mexican, Chinese, etc.)

Primary Contact Name: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ Fax: (        ) \_\_\_\_\_

Cell/Pager: (        ) \_\_\_\_\_ Email: \_\_\_\_\_

Secondary Contact Name \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ Fax: (        ) \_\_\_\_\_

Cell/Pager: (        ) \_\_\_\_\_ Email: \_\_\_\_\_

Restaurant Address: \_\_\_\_\_

City: \_\_\_\_\_ State & Zip: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ Fax: (        ) \_\_\_\_\_

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

I certify that I have read this application for GM River Days and the accompanying information in its entirety. I hereby agree that if my food operation is accepted for participation, I will abide by all Rules, Regulations, and Requirements. I understand that failure to do so will result in disqualification from participation in GM River Days. Due to the nature of this event, it is further understood that the booth fees are non-refundable after Festival acceptance, even if my food operation drops out before the event begins.

Signature of Owner/Corporation Officer \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ Fax: (        ) \_\_\_\_\_

# MENU SELECTIONS

Please indicate your complete desired menu below. You may offer between one and four menu items. There is a limit of four items per booth. All applicants must provide an alternate menu item, even if not serving the maximum allowable four items. All prices must include sales tax. The maximum price for an individual serving is \$9.00. Keep in mind that volume sales are key to monetary success – don't price yourself out of the market!

MENU ITEM	SIZE (oz.)	PRICE (including tax)
Ex: Chicken Wings	3 oz.	\$3.00
1.		
2.		
3.		
4.		
Optional item		

**New Restaurants \$2,750 (Plus \$25 application fee)**  
 **Returning Restaurant \$2,250**

## MAKE SURE TO INCLUDE ALL OF THE FOLLOWING:

- COMPLETED APPLICATION
- 50% OF THE BOOTH FEE  
(CHECK MADE PAYABLE TO: DETROIT RIVERFRONT FESTIVAL FOUNDATION)
- \$25 APPLICATION FEE (*FOR NEW APPLICANTS ONLY*)
- PROOF OF OWNERSHIP
- PHOTOCOPY OF CURRENT HEALTH LICENSE
- PHOTOCOPY OF CURRENT TAX LICENSE
- CURRENT MENU

## MAIL APPLICATION PACKET TO:

GM River Days  
301 West Fourth St, Suite #LL-150  
Royal Oak MI 48067  
Attn: Shannon Ferrante

**DEADLINE FOR APPLICATION IS  
MARCH 31<sup>ST</sup>, 2017.**