



VENDOR APPLICATION 2019
App. Deadline: August 13th, 2019

EVENT DATE
Saturday Sept. 14th 2019
12:00pm - 10:00pm
Don Carters Parking Lot
4007 E State St Rkfd IL, 61108

ABOUT TAMALE FEST

Tamale Fest / El Festival Del Tamal, Rockford's largest Latino festival, yields a majestic experience unlike anything else in the city. The one-day event stands as an all-inclusive patchwork of diverse performances with artists representing Latinos in various genres alongside various food vendors that aim to accommodate your spicy needs as well.

The goal of Tamale Fest extends beyond simply filling your stomachs, as it strives to accentuate and celebrate the rich history of Latinos and Chicanos while immersing festival goers in its unparalleled beauty and in a one of a kind gastronomic adventure. For attendees who want to explore via your taste buds, dance to some Latin rhythms, or indulge in our cultural diversity, Tamale Fest provides the perfect, sun-soaked event. All while raising funds for a local non profit that strives to keep the very culture strong, and alive.

VENDOR DESCRIPTIONS

Locally Owned Business: An artisan, skilled manual worker, or vendor who handcrafts their items or sells their own sourced products but does not represent a specific brand other than their own.

Corporate Merchant: A merchant is an entity who trades in commodities that they did not produce themselves. I.E. Tupperware, Avon, Statefarm Insurance, Herbalife.

Non Profit: Charitable organizations that are building awareness for their cause. Proof of 501c3 required with application.

Food Vendor: Restaurants, grocery stores and institutional food providers selling food. Please note food vendors are not allowed to sell any type of liquids, drinks, or beverages.

Sponsor: A sponsor is a recognized person or organization that will support our event by providing financial assistance, products or services...To be a sponsor please call 815-209-3017 for more information. DO NOT fill out an application.

APPLICATION SUBMISSION

All PDF applications can be printed and sent directly to the Majestic Media office with full payment or emailed.

Payment can be check, money order, or via Paypal.

Paypal Link> <https://www.paypal.me/Majestic815>

Completed application, and supporting documentation should be mailed to:

Majestic Media Inc.
207 Palm Ave.
Rockford, IL 61107

If you would like to drop off your application in person, please call 815-209-3017 to schedule an appointment. We thank you for participating in advance, its because of your support that we can have such a great event year, after year. Let us know if you have any questions while filling out your application!

Sincerely,
The Majestic Media Team



TAMALE FEST IV
SATURDAY SEPTEMBER 14th 2019
ROCKFORD ILLINOIS



VENDOR INFORMATION

HOURS OF OPERATION

Saturday, September 14th 2019
Hours are 12:00pm -10:00pm
Vendors must stay at least until 7:00pm

SET UP // CHECK IN

You may start setup as early as 8:00am on Saturday morning. All food vendors must be setup by 11:00 AM for inspection by WCHD.

BOOTH SPACES

All vendors must supply their own 10 x 10 pop up canopy. The canopy should be straight leg and 4 sided. All vendors must stay up at least until 7:00pm unless otherwise noted and be removed by 11:00 PM. All vendors must have a professional appearance, keep in mind this is a family friendly event. Vendors cannot assign, sublease or separate part of their assigned space without permission of the Tamale Fest staff.

CLEANING DEPOSIT

If we feel that your products may put our event at risk you may be required to provide a \$100 cleaning deposit. At the close of the Festival, food vendors must leave their space clean or face a fine. The Festival will provide a trash dumpster at your disposal.

VENDORS MERCHANDISE

No weapons are allowed to be sold at the event. We have the right to remove products that are not acceptable by city code, by law, or if we deem them inappropriate.

ELECTRICITY

Electricity is not available at this event. Please arrange your electricity needs accordingly with your own generator.

BEVERAGES // FOOD

No drinks of any kind may be sold or given away by any vendor. No outside food or drinks are allowed at all.

VEHICLES

For safety reasons, please offload all your supplies, products, and equipment by 10:00am. All vehicles need to be removed out of the Main festival area, by 11:00am.

SECURITY

The festival provides security during Festival hours. However, the Festival is not responsible for the inside contents of the vendor's area. Please secure all items and never leave your area unattended.

TAMALE CONTEST RULES

HOME FOOD PREPARATION

Home preparation is **NOT** allowed per Winnebago County Environmental Health (WCHD) codes. Please don't let this discourage you, if you have questions about this please contact us.

COMPLIANCE WITH THE LAW

Food vendors must comply with all health laws, ordinances, and regulations of the State of Illinois, City of Rockford, and Winnebago County Environmental Health Department. For a complete list please visit the WCHD website.

ELIGIBILITY RESTRICTIONS

All individuals are welcome to participate in the festival, including culinary students, restaurants, and caterers as long as they adhere to all applicable state and local laws. However only vendors that operate within a 30-mile radius would be considered for the contest.

TAMALE CONTEST RULES

All Tamale vendors may enter two different types of tamales in the contest. All Tamale vendors must provide two dozen tamales for judging. One of each kind you enter. All Tamale vendors will be notified as to when to deliver your tamales. Any contestant who does not have their fully-cooked, hot tamales at this time will be disqualified. All Tamale vendors must deliver their tamales without any logo or branding. This is a blind taste test.

JUDGING

A panel of (6-8) judges will taste the tamales and qualify contestants. Judges will determine the winner by assessing taste, technique, appearance and overall quality of the tamale. Ten (10) points will be assigned to each of the criteria for a maximum possible score of 40 points per judge. Three (3) finalists will be awarded 1st, 2nd, and 3rd place based on a point system. Contestants must be present at the tamale judging to win.

WINNER SELECTION & NOTIFICATION

Winners will receive two plaques one for the restaurant and one at a later date for the cook. Winners will be announced at 4:00pm on the day of the event. Winners are strongly encouraged to be present at the time of the announcement, however, if they are not present, the winners will be notified via telephone. An alternate winner will not be selected.

INSURANCE COVERAGE

The Festival requires no less than \$1,000,000 in general liability insurance coverage. Food vendors must submit a certificate of insurance as proof of insurance.

CANCELLATIONS

There are no refunds for any cancellations. The only exception is if the event is canceled due to an act of God.

Application deadline is August 13th 2019

msalgadowebb@hotmail.com // (815) 209-3017 // www.TamaleFest815.com

2019 ◆VENDOR APPLICATION◆

BOOTH FEES Please mark vendor type _____

- | | | |
|---|----------------|--------------------------------|
| <input type="checkbox"/> Local Business | 10x10 \$75.00 | |
| <input type="checkbox"/> Corporate Merchant | 10x10 \$125.00 | |
| <input type="checkbox"/> Food Vendor | 10x10 \$250.00 | Plus WCHD Permit if applicable |
| <input type="checkbox"/> Non Profit | 10x10 \$25.00 | Must be 501c3 |
| <input type="checkbox"/> Other | 10x10 | PROMO CODE _____ |

APPLICANT INFORMATION _____

Business Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone/Cell _____

Emergency Contact _____

Emergency Cell _____

Vendor Description _____

Would you like to donate an item for the door prize giveaways?

☐ Yes ☐ No Thank You If so please describe the prize and the value. _____

FOOD VENDORS _____

Booth Operator _____

Tamale Cook _____

Proposed Menu Items:

- | | |
|----------|-------------|
| 1. _____ | Price _____ |
| 2. _____ | Price _____ |
| 3. _____ | Price _____ |
| 4. _____ | Price _____ |

SIGNATURE _____

The above-mentioned participant hereby submits this application for participation.
By signing below, the participant accepts and agrees to all of the
Terms and Conditions on each page of the agreement.

Signature** _____

Print Name _____

Date _____

☐ **If signing form electronically - My electronic signature is legally binding and I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms of Acceptance.

Saturday Sept. 14th
12:00-10:00pm

Don Carters
Parking Lot
4007 E State St
Rockford, IL 61107



OFFICE USE ONLY

Received by _____	NOTES _____
Food _____ Non Food _____	
Paid: _____	
Check _____ Money Order _____ Paypal _____	

—HOLD HARMLESS AGREEMENT—

By signing this page you agree with the following hold harmless agreement. An application without a signature is not deemed complete and will not be considered even if payment is included.

I / We as a representative of my business agree to protect, indemnify and save and keep harmless Majestic Media(MM), its staff, Mexico Americanos Saliendo Adelante(MASA), its staff and volunteers, Shooters Bar, it's staff, Don Carters, it's staff, the City of Rockford, its staff, and any and all other businesses related to or involved in the Tamale Fest of Rockford event against and from any incident or other occurrence on or about said premises, causing injury to person or property whomsoever and whatsoever and will protect, indemnify and save and keep harmless the above-mentioned parties from any and all claim, cost or expenses arising out of our use of the aforesaid premises.

—SOCIAL MEDIA AGREEMENT—

I hereby give Majestic Media permission to use our photographs, logos, and videos of my business and or any person that relates to it for the purpose of posting on any and all social media platforms owned or administered by Majestic Media including its website, for the sole use of promoting our participation at the Tamale Fest event. I hereby release and discharge Majestic Media from any and all claims arising out of use of the photos or any content used.

—CONTACT INFO—

Majestic Media Inc.
207 Palm Ave. Rockford IL 61107
msalgadowebb@hotmail.com
815-209-3017





MAJESTIC MEDIA INC.

President - Manuel Salgado
207 Palm Ave. Rkfd IL 61107



HOLD HARMLESS AGREEMENT

It is necessary for all participants to sign the following hold harmless agreement for insurance purposes.

An application without signature is not deemed complete and will not be considered
(even if payment is included)

I / We agree to protect, indemnify and save and keep harmless Majestic Media(M.M.),
its staff, Shooters Bar, it's staff, Don Carters, its staff,
Mexico Americanos Saliendo Adelante (MASA), it's staff and volunteers,
the City of Rockford, its staff and any and all other businesses related
to or involved in the Tamale Fest event against and from any incident or other occurrence on our about said
premises, causing injury to person or property whomsoever and whatsoever and will protect, indemnify and
save and keep harmless the above mentiones parties from any and all claim,
cost or expenses arising out of our use of the aforesaid premises.

MEDIA RELEASE

When you enter a Majestic Media event or program, you enter an
area where photography, audio, and video recording will occur.

By entering the event premises, you consent to interview(s), photography, audio
recording, video recording and its/their release, publication, exhibition, or reproduction
to be used for news, web casts, promotional purposes, telecasts, advertising, inclusion
on websites, social media, calendars or any other purpose by Majestic Media and its affiliates and
representatives including but not limited to, Joe's Imaging, Louis Villa Films, and others.

Images, photos and/or videos may be used to promote similar M.M.
events in the future, highlight the event and exhibit the capabilities of M.M.. You
release Majestic Media (M.M.), its officers and employees, and each and all persons involved from any
liability connected with the taking, recording, digitizing, or publication and use of
interviews, photographs, computer images, video and/or sound recordings.

By entering the event premises, you waive all rights you may have to any claims for
payment or royalties in connection with any use, exhibition, streaming, web casting,
televising, or other publication of these materials, regardless of the purpose or
sponsoring of such use, exhibiting, broadcasting, web casting, or other publication
irrespective of whether a fee for admission or sponsorship is charged. You also waive
any right to inspect or approve any photo, video, or audio recording taken by Majestic Media or
the person or entity designated to do so by Majestic Media.

You have been fully informed of your Consent, Waiver of Liability, Media Release and H.H.A.
before entering the event.

X Please Print _____

X Signature** _____

Date _____

**If signing form electronically - My electronic signature is legally binding and I understand that checking this box
constitutes a legal signature confirming that I acknowledge and agree to the above Terms of Acceptance.