

2ND ANNUAL BAKERSFIELD WING FESTIVAL



WING VENDOR INFORMATION

VENDOR / BUSINESS BRAND:

The Bakersfield Wing Festival has returned for its 2nd year! It's the hottest, spiciest and most flavorful event to hit Kern County. This event will be held at "*Kern County Fairgrounds - Budweiser Pavilion* " located at 1142 South P Street on Sunday, June 25, 2017 from 3:00PM to 7:00 PM. Over 2,500 attendees last year!

Our vision is to bring to people together to enjoy some of the best wings in town! Portion of the proceeds will benefit Alzheimer's Disease Association of Kern County (ADAKC) and Grandma Whoopie Enterprise (non-profit anti-bullying campaign). Last year we donated \$5,000 to these wonderful organizations!!! We can't do it without your support!

The 2nd Annual Bakersfield Wing Festival is guaranteed to bring hungry wing fans ready to sample flavors from classic BBQ to a level of spice not for the faint of heart. Whether it's smoked, fried, grilled, sauced, spiced, or imaginative, this festival will attract wing fanatics and wing nuts from all ages. Best of all, they will be treated to the best wings in town!

In addition to being promoted through multiple media outlets, this Festival will consist of live music, wing tasting contest and tons of vendors! This Festival allows your company an exciting opportunity to connect and engage with consumers. We hope you will enjoy us as we hold this AMAZING event!!!

EXCELLENT EXPOSURE FOR YOUR BUSINESS / BRAND:

- Be a vendor of the event – sell or sample
- Increase sales, awareness and exposure of your products and services
- Gain access to thousands of attendees – placing your business front and center

Visit www.bakersfieldwingfest.com for complete festival set-up, teardown, rules and requirements.

WING VENDORS:

- **Selling, sampling, display and promotional rights from 10'x10' (or larger, depending on need)**
- **Name in radio / television spots**
- **Logo placement on all event related printed materials and internet**
- **Exclusive social media postings**

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- Name in title, logo, and your company link on www.bakersfieldwingfest.com homepage
- (10) VIP tickets and (5) general admission tickets (VIP ticket includes 2 beer tickets, unlimited fountain drinks, unlimited sponsored wings and 1 photo booth print)
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Verbal mentions while on-site at Bakersfield Wing Fest
- Logo placement on Bakersfield Wing Fest t-shirts

WING VENDOR ENTRY FEE: \$0 (zero, zilch, nada, nothing) YUP, WE SAID IT...FREE!!!!

AS A MATTER OF FACT, WE WILL COMPENSATE YOU WITH \$200 JUST FOR PARTICIPATING. ALL YOU HAVE TO DO IS PROVIDE WING SAMPLES TO OUR PATRONS. MARKET YOUR PRODUCT!!!

EACH PATRON WILL BE PROVIDED WITH ONE WING CARD CONSISTING OF TEN SQUARES. **ONE SQUARE (1) = 1 WING**

MARK A SQUARE ONCE WING IS REDEEMED. REDEEM THOSE WINGS!!!!

**We are expected to have 10+ wing vendors, so don't be overwhelmed by the squares. Well, unless you have the BEST WINGS in town...then be very afraid! Wingstastic!!*

***ALL WING VENDORS MUST PROVIDE SAMPLES OF WINGS throughout the entire festival. Market your product and/or restaurant. Signs, flyers, stands are permitted in booths. No music or sound system will be allowed.*

****You are responsible for marking those wing squares. Volunteers will be assigned to your booth to assist. Sharpies for marking cards will be provided. One card per attendee.*

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Wing Vendor Application

Date: _____

Business/Organization: _____

Contact Person: _____ Phone # _____

Mailing Address: _____

Email: _____

Website: _____

Describe your booth set up: _____

Describe products to be sold and/or given away: _____

**\$25 Application fee (non-refundable) *MUST HAVE A COPY OF FOOD PERMIT
(PERMANENT / TEMPORARY) AND INSURANCE**

CHECKLIST:

____ Copy of Vendor Application Agreement is attached and signed.

____ *Temporary Food Permit* copy (permits verified by the Department of Public Health)

____ Received and reviewed *Temporary Food Establishments & Requirements*

____ Received and reviewed *Vendor Rules & Regulations*

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____ Logo of business emailed to info@bakersfieldwingfest.com
*no smaller than 500x500 in a high resolution .JPEG or PNG format
(.EPS vector format preferred.)*

Will you be cooking on site? Y N

Number of **your** staff working during the event? ____ (up to six vendor passes)

Will you need volunteers to help serve? Y N Estimated # ____

Describe your booth set up: _____

Describe products to be sold and/or given away: _____

***YOU ARE AUTOMATICALLY ENTERED INTO OUR “BEST WING”
CONTEST JUDGED BY OUR PATRONS! WINNER AWARDED WITH
TROPHY!!***

Hold Harmless Agreement:

BAKERSFIELD WING FESTIVAL (BWF) – JUNE 25th 2017

Hold Harmless Agreement BAKERSFIELD WING FESTIVAL, Bakersfield, CA.

THE BAKERSFIELD WING FESTIVAL (BWF) FESTIVAL PARTICIPANT shall indemnify and hold harmless Upside Productions, Corner 10 Productions, Kern County Fairgrounds, and the City of Bakersfield and their officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of their participation in BAKERSFIELD WING FESTIVAL (BWF) – JUNE 25th, 2017 caused in whole or in part by any negligent act or omission of the participant, any subcontractor, anyone directly or indirectly employed by any of them, or

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anyone for whose acts any of them may be liable, except where caused by the active negligence, sole negligence or willful misconduct of Upside Productions, Corner 10 Productions, Kern County Fairgrounds and the City of Bakersfield. I agree to defend, indemnify and hold harmless Upside Productions, Corner 10 Productions, Kern County Fairgrounds and the City of Bakersfield. and their officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of my participation in this program.

I agree to abide by all Festival rules and conditions listed on the BWF website www.bakersfieldwingfest.com

Make checks payable to: **Bakersfield Wing Festival**

Mailing Address:
Bakersfield Wing Festival
c/o: Upside Productions
P.O. Box 6056
Bakersfield, CA 93386

Your signature verifies that you have read, reviewed and agreed to above items.

Signature: _____ Date: _____