

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 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**

2ND ANNUAL BAKERSFIELD WING FESTIVAL



- Name in title, logo, and your company link on www.bakersfieldwingfest.com homepage
- 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!!!!

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.*

2ND ANNUAL BAKERSFIELD WING FESTIVAL



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*

2ND ANNUAL BAKERSFIELD WING FESTIVAL



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: _____