



New Jersey Folk Festival
Department of American Studies
Rutgers, The State University of New Jersey
131 George Street
New Brunswick, NJ 08901-1414

njfolkfest.rutgers.edu
njff@rci.rutgers.edu
Phone: (732) 932-5775
Fax: (732) 932-1169

February 2013

Dear Food Vendor,

I would like to take this opportunity to invite you to participate in the 39th Annual New Jersey Folk Festival which will take place on Saturday, April 27, 2013. The New Jersey Folk Festival is an established and well publicized event attracting more than 15,000 people each year; and is a splendid opportunity for vendors to showcase their food items and business. The festival is held on the grounds of the Eagleton Institute, Douglass Campus of Rutgers, the State University, in New Brunswick, from 10:00am to 6:00pm, RAIN OR SHINE. This year we are highlighting and celebrating Garifuna folk culture within New Jersey.

We are excited to tell you that there have again been no price increases in booth fees this year. Therefore basic fee for 2013 food vendors is \$600 for most of the food categories (**\$625 Standard American booth fee, \$650 Specialized American booths, \$700 premium booth fee, \$300 reduced booth fee; see enclosed Food Vendor Categories for details**). Two additional permit fees are required by the City of New Brunswick, \$50 for a one-day Health Department license to sell food and a \$42 propane inspection fee required by the Fire Department. **This total of \$692 (\$717 Standard American food booth, \$742 Specialized American food booth, \$792 premium, \$392 reduced-fee) must be remitted with your signed and completed contract to reserve your spot.** These fees are **non-refundable** and will cover the basic fee as well as the mandatory city permits outlined above and which we will obtain for you. They will guarantee you one maximum 20-foot space per vendor; the NJFF does not take any further fees from your sales. Health and fire inspectors will come to our site on festival day to check that you are properly licensed and in compliance with normal standards of sanitation and fire safety. **Note: You must also be in compliance with the following:** Any tent or tarp you use must be certified **fire retardant**, with the manufacturer's original tag attached or certified paperwork provided as proof.

You must return your completed contract accompanied by full payment to reserve your space, but keep in mind that vendors are accepted on a first-come, first-served basis, due to space limitations, and in accordance with food category guidelines (enclosed). Therefore, by acting quickly and returning your contract and full space fee, you have a better chance of being accepted.

Please refer to the enclosed "Food Vendor Categories." You must apply under one of the seven categories: "Ethnic and Exotic Foods" (Letters A-I), "Standard American Foods" (Letter J), "Specialized American Foods" (Letters K-L), "Vegetarian Main Dishes" (Letter M), "Greek Foods" (Letter N), "Specialty Foods" (Letter O), "Premium Fee" (Letter P), or "Reduced Fee" (Letter Q or R).

Enclosed please find a copy of the New Jersey Folk Festival 2013 Food Vendor Contract. Complete, sign and date the contract and return one, accompanied by the non-refundable **\$692 (\$717 Standard American food booth, \$742 Specialized American food booth, \$792 premium booth, \$392 reduced-fee booth)** in the form of a check or money order, payable to NEW JERSEY FOLK FESTIVAL. Keep one copy for your files. If you are accepted, an email will be sent to you within 48 hours of receipt of your contract and check. Booth space assignments will be confirmed in your April 1 info packet which will contain other pertinent info at that time. Should all spaces in your category be filled by the time we receive your contract and fees, your check will be returned promptly.

If you have any questions, please feel free to contact me at 732-932-5775. Thank you for your cooperation and support of the New Jersey Folk Festival. I am looking forward to working with you.

Sincerely,

Kate Dobromilsky
Food Vendor Coordinator 2013
Email: kdobromi@eden.rutgers.edu

FOOD VENDOR CONTRACT

This contract shall serve as an agreement by and between “**New Jersey Folk Festival**” (“**NJFF**”) and your business (hereafter referred to as “Food Vendor”) for said Food Vendor to operate a concession at the New Jersey Folk Festival on **Saturday, April 27, 2013**. Event shall take place on the Eagleton Institute Grounds, George Street & Ryders Lane, Douglass campus, Rutgers, the State University, in New Brunswick NJ. This is a free, not-for-profit family event, open to the public, running from 10am-6pm, held **rain or shine**. Festival information phone is 732-932-5775.

1. FOOD AND BEVERAGE MENU

A. Food Vendor will sell only these food and/or beverage items in accordance with the memo “*NJFF Food Vendor Categories*” (you must list any and all items you plan to sell):

B. Changes in the above-listed food menu items are not permitted without prior written approval by the New Jersey Folk Festival. Any such changes must be submitted in writing to the New Jersey Folk Festival at least two weeks prior to the festival date.

C. Food Vendor is **not** permitted to sell funnel cake or any other fried dough product (*with obvious exception of the two premium fee Funnel Cake Vendors*) nor coffee beverages of any kind (*with obvious exception of the exclusive Coffee Beverage Food Vendor*).

D. Food Vendor is **not** permitted to sell any alcohol or alcoholic beverage.

E. If Food Vendor chooses to sell brand-name beverages, **including bottled water**, Food Vendor must sell only Pepsi-Cola products as outlined in the attached approved list. Brand-name beverages from such competitors as Coca-Cola, Snapple, etc., are not permitted to be sold, with the exception of "ethnic" or "regional specialty" beverages (e.g. Puerto Rican papaya juice, Jamaican mango punch, etc.). Food Vendor is permitted to sell generic, "no-name" lemonade or punch, made from bulk mixes.

F. Vendors who market food must have their insurance agent mail or fax us a Certificate of Insurance showing current liability insurance coverage before space can be confirmed. Certificate must name New Jersey Folk Festival as an additional insured. Our fax is 732.932.1169.

G. New Jersey Folk Festival will not provide electricity, water, tables, chairs, booth, tarps nor any other furnishing or equipment for Food Vendor's use.

H. Vendors may set their own retail prices, but retail prices for all items sold must be clearly posted with visible letters and numbers at least one-inch in height. Price list must clearly state Food Vendor's business name and space number assigned by NJFF and must be posted unobstructed at all times on the front face of vending booth.

J. In conjunction with the Middlesex County Health Department, the Division of Health of the City of New Brunswick provides inspections of all licensed food vendors in accordance with Chapter 12 of the New Jersey Sanitary Code. It is the vendor's responsibility to comply with all applicable regulations.

K. Vendors must comply with all provisions of the Uniform Fire Code of the New Jersey Division of Fire Safety within the NJ Department of Community Affairs. Vendors are subject to Inspection by City of New Brunswick Division of Fire Safety as well as the Fire Inspection Bureau of Rutgers University.

2. VEHICLE SIZE

A. Since vendor vehicles operate on open grassy and unpaved surfaces, Food Vendor vehicles may not exceed 10,000 pounds, gross vehicle weight. Any towing expenses you may incur are Food Vendor's sole responsibility. Also, only one vehicle will be allowed per Food Vendor, behind his vending truck. All other vehicles must be parked off New Jersey Folk Festival premises.

3. GARBAGE DISPOSAL

A. NJFF will dispose of customary and reasonable amounts of garbage in heavy plastic bags which the Food Vendor must provide.

4. GENERATOR POLICY

A. New Jersey Folk Festival will not provide electricity; therefore, Food Vendor agrees to provide his/her own generator if needed. Any Food Vendor with an excessively noisy generator may be required to move to a different concession space than originally assigned if it is determined on-site that said generator interferes with a nearby stage's activities. Alternatively, Food Vendor may be required to place an excessively noisy generator in a closed truck to dampen the sound. In extreme cases, Food Vendor may be asked to leave the New Jersey Folk Festival; in such case, Food Vendor's fee will be refunded upon exit from the Festival. However, the \$50 food permit fee and the \$42 propane fee included in the total concession space fee are non-refundable.

CHECK ONE:

I WILL _____ HAVE A GENERATOR

I WILL NOT _____ HAVE A GENERATOR

5. SUBLETTING

A. There will be absolutely no subletting of concession spaces from one Food Vendor to another. If this occurs, both Food Vendors involved may be asked to leave the premises without refund of any or all fees.

6. PUBLIC ANNOUNCEMENTS

- A. Use of loudspeakers or any type of public announcement system by Food Vendor for the purpose of soliciting business or for any other reason is strictly prohibited.

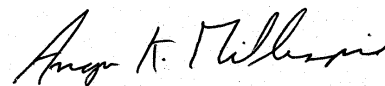
7. BOOTH FEES AND ASSIGNMENTS

- A. Each Food Vendor is allotted one 20-foot concession space. Concession vehicle or structure may **not** exceed this footage. Space assignments will be made by New Jersey Folk Festival after all spaces are contracted and no later than April 2, 2012. There will be no trading of concession spaces on the day of the festival. Setup in a space not assigned to Food Vendor will require immediate breakdown and relocation to the correct assigned space. Failure to do so may result in expulsion from the festival and forfeiture of all fees paid. **Food Vendor must check in between 7am and 9am.** Any vendor arriving late may be denied access at the discretion of NJFF.
- B. Food Vendor agrees to pay New Jersey Folk Festival a concession space fee of \$692, except Standard American Food Vendors who agree to pay \$717, Specialized American Food Vendors who agree to pay \$742, Funnel Cake Food Vendors who agree to pay premium fee of \$792, and Coffee Beverage Vendor who agrees to pay special reduced fee of \$392. It is understood by both parties to this contract that the above fees include those for the required City of New Brunswick Food Permit and Fire Department Propane License, and that NJFF will obtain said permits for Food Vendor prior to the festival. Food permit will be given to Food Vendor on site upon check-in. This permit **MUST BE DISPLAYED** at your booth throughout the day. In addition, you must display your New Jersey Sales Tax Certificate of Authority at your booth. Tax collection is the sole responsibility of Food Vendor.
- C. **All fees are non-refundable**, except as discussed above and only at the discretion of the New Jersey Folk Festival. Festival is held **RAIN OR SHINE**. Any check returned for insufficient or uncollected funds must be replaced by the Food Vendor within five days of notification with a certified bank check or money order in the original amount PLUS a surcharge of \$30.
- D. **Deadline for returning executed contract, accompanied by concession space fee in full, is March 1, 2012.** Only twenty-two spaces will be available and assigned; therefore, we recommend as early a response as possible to avoid being placed on a Food Vendor waiting list. Should a booth space become available, earliest postmarks will prevail.

New Jersey Folk Festival reserves the right to photograph, videotape, and record all participants at the festival. These photographs, recordings and videotapes may be used for educational, not-for-profit purposes, including festival planning, program books and publicity. They may not be used for commercial, profit-making purposes without the Food Vendor's specific written permission. New Jersey Folk Festival will not provide liability coverage nor inclement weather coverage for Food Vendor or his/her property and suggests that each Food Vendor arranges for his/her own coverage.

FOOD VENDOR has read, understands and agrees to cooperate with all of the terms stated herein. Please complete and sign all appropriate items below and return one copy, along with your check or money order for \$692 (\$717 Standard American Food Vendors, \$742 Specialized American Food Vendors, \$792 Funnel Cake Food Vendors, \$392 Reduced Fee Vendor), payable to the New Jersey Folk Festival. **Deadline: no later than March 1, 2012.** Mail to: Food Vendor Coordinator, New Jersey Folk Festival, Department of American Studies, Rutgers University, 131 George St., New Brunswick NJ 08901.

FOOD VENDOR SIGNATURE



Angus Kress Gillespie, Ph.D., Executive Director
NEW JERSEY FOLK FESTIVAL

Date: February 2013

Vendor name (print)

Date:

New Jersey Folk Festival 2012

Food Vendor Categories

We are pleased to announce that we are able to keep this year's basic booth price *for most categories* at only \$600 (*\$625 Standard American booths, \$650 Specialized American booths, \$700 premium booths, \$300 reduced fee booth; see below for details*), a nominal increase over last year. This price entitles you to one maximum twenty-foot spot. The City of New Brunswick one-day health department license fee remains at \$50 by special arrangement with them and the City of New Brunswick Fire Department's propane inspection fee has increased slightly to \$42. **You need not include the \$42 for the propane inspection fee if you will not be having propane on the premises, but this must be agreed upon in writing and in advance of the festival via the Festival Director.** This brings the total cost of Ethnic Food booths and Vegetarian booth spaces to \$692, the total cost of Standard American Food booths to \$717, the cost of Specialized American Food booths to \$742, the total cost for premium booths to \$792, and the total reduced fee booth cost to \$392.

As in the past, we are taking steps to ensure a variety of food for our patrons and to avoid excessive duplication and competition among vendors. The rules call for vendors in their applications to declare, in advance, the food category under which they wish to participate.

I. ETHNIC AND EXOTIC FOODS

One spot for each category. Vendor with the earliest postmarked and completed contract with full payment (\$600 fee, plus \$50 for health department license, plus \$42 for fire department license equals a total payment of \$692) in their category gets the spot.

- A) Middle Eastern/Lebanese/No Gyros
- B) Wisconsin Deep Fried Cheese Curd and Donuts
- C) Mexican/Central American
- D) BBQ/Chili/Cajun
- E) Italian Ices
- F) Chinese/Japanese/Korean
- G) Jamaican/Caribbean/African
- H) Seafood/Fish-&-Chips
- I) Iberian (Spanish/Portuguese/South American)

II. STANDARD AMERICAN FOODS

Three spots. The three vendors with the earliest postmarked and completed contracts with full payment (\$625 fee, plus \$50 for health department license, plus \$42 for fire department license equals a total payment of \$717) in their categories get spots.

- J) London broil, sliced steak, cheese steak, Italian sausage, hot subs, cold subs

III. SPECIALIZED AMERICAN FOODS

Two spots for each category. The two vendors with the earliest postmarked and completed contracts with full payment (\$650 fee, plus \$50 for health department license, plus \$42 for fire department license equals a total payment of \$742) get spots.

- K) Hot dogs, chili dogs, hamburgers
- L) Pizza, pasta, calzones, stromboli

IV. VEGETARIAN MAIN DISHES (MEATLESS AND/OR VEGAN)

One spot. Vendor with the earliest postmarked and completed contract with full payment (\$600 fee, plus \$50 for health department license, plus \$42 for fire department license equals a total payment of \$692) gets the spot.

- M) Vegetarian/vegan, veggie burgers, veggie wraps, soy products

V. GREEK FOODS (INCLUDING GYROS)

Two spots for each category. The two vendors with the earliest postmarked and completed contracts with full payment (\$650 fee, plus \$50 for health department license, plus \$42 for fire department license equals a total payment of \$742) get spots.

- N) Gyros

VI. SPECIALTY FOODS

- O) Roasted Corn & Lemonade

VII. PREMIUM FEE

Two spots. This is a special, limited category for no more than two vendors to have the right to sell fried dough products. No other vendors are permitted to sell these items. Fee is \$700 plus \$50 health department license and \$42 fire department license, for a total of \$792.

- P) Funnel Cakes



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VIII. REDUCED FEE

Two spots. This is a special category for the exclusive right to sell coffee beverages and/or desserts only. Fee for the spot is half price, or \$300 plus \$50 health department license and \$42 fire department license, for a total of \$392.

- Q) Coffee Beverages/Desserts/Belgian Waffles (no donuts)
- R) Popcorn and Nuts

SPECIAL NOTE*

The following are unrestricted items and may be sold by any regularly authorized vendor: 1) soda, drinks, lemonade, bottled water, juice, and smoothies 2) fries, curly fries, cheese fries, spiral fries, sweet potato fries, butterfly fries, 3) fruit and dessert, 4) pretzels, 5) cotton candy, 6) ice cream and frozen custard, 7) mozzarella sticks, 8) chicken of all kinds, 9) smoothies.

Please note: some of these unrestricted items have changed since previous festivals

PEPSI-COLA PRODUCT LIST



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Adrenaline Rush
AMP
Aquafina Sparkling Berry
Aquafina Sparkling Citrus
Aquafina Sparkling Raspberry
Aquafina Sparkling Wildberry
Aquafina Water
Berry Blend Light
Caffeine Free Pepsi
Diet Caffeine Free Pepsi
Diet Mountain Dew
Diet Pepsi
Diet Pepsi Lime
Diet Pepsi Vanilla
Diet Schweppes Ginger Ale
Diet Sierra Mist
Dole Apple Juice
Dole Apple Juice Lite
Dole Grape Juice
Dole Light Cranberry
Dole Light Grape
Dole Orange Juice
Gatorade Cool Blue Raspberry
Gatorade Fruit Punch
Gatorade Glacier
Gatorade Lemon Lime
Gatorade Orange
Gatorade Riptide Rush
Hawaiian Punch
Lean Mango
Lipton Brisk Tea w/ Lemon
Lipton Diet Brisk Tea
Lipton Diet Green Tea
Lipton Green Tea
Lipton Tea Peach
Lipton Tea Raspberry
Lipton Tea w/ Lemon
Milk Chillers- Chocolate
Milk Chillers- Strawberry

Milk Chillers- Vanilla
Mountain Dew
Mountain Dew Code Red
Mountain Dew Pitch Black
MUG Root Beer
Pepsi
Pepsi Edge
Pepsi Lime
Pepsi One
Pepsi Twist
Pepsi Vanilla
Propel Berry
Propel Kiwi Strawberry
Propel Lemon
Ruby Red
Schweppes Ginger Ale
Sierra Mist
SOBE Black Tea
SOBE Carrot Orange Elixir
SOBE Energy
SOBE Green Tea
SOBE Liz Blizz
SOBE Lizard Fuel
SOBE Lizard Lava
SOBE Nirvana Blend
SOBE Oolong Tea
SOBE Power
Starbucks Coffee
Starbucks Frappuccino
Starbucks Mint Mocha
Starbucks Mocha
Starbucks Vanilla
Tropicana Lemonade
Tropicana Light Lemonade
Tropicana Light Orange-ade
Tropicana Orange-ade
Tropicana Pink Lemonade
Twist Orange
Wild Cherry Pepsi

Food Vendor Contact Information



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Food Vendor Name (please print):

Date:

Category of Food:

Name of Business:

New Jersey Tax Registration Number:

Business Street Address:

City/State/Zip:

Home Street Address:

City/State/Zip:

Fax Phone:

Home Phone:

Business Phone:

Cell Phone:

Email:

Description of Business: