

# paragon *festivals*

## *seafood & music festivals*

Dear Restaurateur/Food Purveyor:

*Paragon Festivals* invites you to participate in our upcoming series of **seafood & music festivals** on Florida's west coast. Each event is located in a highly visible and heavily trafficked venues, providing an excellent opportunity and **marketing platform** to promote your restaurant or food service business.

The inaugural year of the *Sarasota Seafood & Music Festival* this past January was an **overwhelming success**. As a result, *Paragon* is expanding this style of **seafood & music** event in **four new locations** on the west coast of Florida (see attached application for specific locales)

These seafood & music festivals will highlight the rich nautical history and cultural heritage of these communities. Each will offer a mix of the freshest regional seafood and varying genres of local entertainment.

The participation fee is **25%** of event gross. For more information please read the attached application form or call Bill Kinney at: 941-487-8061.

Thank you.

Sincerely,

Bill Kinney  
Event Director

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## EVENT LOCATIONS

### ■ SIESTA BEACH

*Seafood & Music Festival*

DATES: DECEMBER 3-4, 2016

LOCATION: SIESTA BEACH

### ■ VENICE

*Seafood & Music Festivals*

DATES: MAY 6-7, 2017

LOCATION: CENTENNIAL PARK

**Permit is pending for this event**

### ■ SARASOTA

*Seafood & Music Festival*

DATES: JANUARY 21-22, 2017

LOCATION: 5 POINTS PARK AREA  
(DOWNTOWN)

### ■ ST ARMANDS

*Seafood & Music Festivals*

DATES: MAY 20-21, 2017

LOCATION: ST ARMANDS CIRCLE

### ■ ST PETERSBURG

*Seafood & Music Festival*

DATES: MARCH 25-26, 2017

LOCATION: NORTH STRAUB PARK (DOWNTOWN)

# FOOD VENDOR APPLICATION

DATE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

BUSINESS NAME: (This is what will be used in advertising) \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DAYTIME PHONE: \_\_\_\_\_ ON SITE PHONE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SPECIAL NEEDS: 110V electric  220V electric (Electric cost will be shared and divided equally: cost will not exceed \$100)

WATER  (N/C)

## EVENT MENU

- 1) \_\_\_\_\_ Price \_\_\_\_\_
- 2) \_\_\_\_\_ Price \_\_\_\_\_
- 3) \_\_\_\_\_ Price \_\_\_\_\_
- 4) \_\_\_\_\_ Price \_\_\_\_\_

**YOU MUST HAVE SEAFOOD ON THE MENU THAT IS SUSTAINABLE AND INDIGENOUS TO FLORIDA**

BOOTH SIZE: 10 X 10:  10 X 15:  10 X 20:  10 X 30:  OTHER \_\_\_\_\_

Trailer  (size \_\_\_\_\_) Other  (Description) \_\_\_\_\_

DETAILS OF FOOD STATION (Please provide a detailed description of how you will be serving you food. Include what you are using to keep food hot or cold)

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**NO IMITATION SEAFOOD PRODUCTS!**

# RULES & STANDARDS

All food sales will be made with “Sand Dollars” tickets. No cash will be exchanged under any circumstance. Food prices should be in even dollar amounts as tickets are sold in one dollar increments. All food vendors must have food prices displayed.

1. All tents must be free-standing and use appropriate weights on each tent leg (i.e., 40+ lbs./leg)
2. **RADIOS:** Radios or music played within a booth must only be audible within that vendor’s booth
3. **CROSSWALKS & WALKWAYS:** Pedestrian walkways, crosswalks and breaks between rows in the show layout must be kept clear at all time.
4. **PETS:** No pets are allowed on event site.
5. **SIGNAGE:** No signs are permitted outside the footprint of the assigned space or in any part of the event or streets approaching the event
6. You must fulfill your contract and remain at the event through the posted hours - you may not break down or leave early. Breaking down early is disrespectful to your fellow vendors, the attendees and the community.
7. All booths must be kept looking attractive and appealing to the attendees.
8. All tables must be covered.
9. **TRASH:** All trash must be picked up and deposited in trash receptacles at the conclusion of the event.
10. No shouting or hawking allowed.
11. No smoking in your assigned space – only behind your booth. Please provide yourself ashtrays.
12. **VEHICLES:** Vehicles are not allowed onto the event site until you are completely broken down, ready to load out and all patrons have exited. Event staff will determine when driving into the site is safe.

## RULES & STANDARDS

13. **PARKING:** Vendor parking must correspond to designated parking locations determined by the event management – all other locations are to be kept open for attendees/patrons.
14. Vendors must be set up by 9:00 am Saturday morning and prepared for inspection by City or County/Health Dept. inspectors.
15. Vehicles must be offsite city streets by 9:00 am.
16. If you offer a product or service not represented in your agreement you will be asked to remove it.
17. You must have seafood items on your menu.
18. You must be covered by \$1,000,000 of recovery liability insurance.
19. You must keep the area around you free of litter.
20. Gloves are not required when handling food, but the Food Code prohibits employees from contacting exposed, ready-to-eat food with their bare hands. Employees may use utensils such as deli tissue, spatulas, tongs, dispensing equipment, or single-use gloves to handle ready-to-eat food.
21. **“EVENT ESSENTIALS”** explaining all the show logistics will be emailed six weeks before the festival.
23. A fee of \$150 will be retained from your gross monies pending a satisfactory inspection of your site. The fee will be released prior to you leaving the site.
24. Flat grills, char broilers and deep fat fryers or any grease producing appliance must have an absorbent material under appliance. **Participants take full responsibility for cleaning/removal of grease from event sites.**
25. **No DRINKS of any kind may be sold at the festival without prior approval.**

## RISK AND LIABILITY / GENERAL RELEASE

The applicant releases and agrees to hold harmless Paragon Festivals including all festival hosts, villages, towns, municipalities, property owners, sponsors and vendors from any loss/theft or damage to their property, or any personal injury, however caused or inflicted, which they or their helpers sustain while setting up or participating in any Paragon event.

Paragon Festivals is not liable for failure to perform the party's obligations if such failure is as a result of Acts of God (including fire, flood, earthquake, storm, hurricane or other natural disaster), war, invasion, act of foreign enemies, hostilities (regardless of whether war is declared), civil war, rebellion, revolution, insurrection, military or usurped power or confiscation, terrorist activities, nationalisation, government sanction, blockage, embargo, labor dispute, strike, lockout or interruption or failure of electricity or telephone service.

If accepted, the applicant agrees that photographs images taken during the event which may include their booth, or their work/food may be used by Paragon Festivals for future promotional or publicity purposes.

The applicant also agrees to abide by the rules, policies, and guidelines developed for the festival as stated on pages 3 and 4 of this agreement. The applicant also acknowledges and accepts that failure to follow these regulations may result in expulsion from any and all of this year's or future events.

Further, Paragon Festivals reserves the right to make the final interpretation of all rules and policies. Under no circumstance shall Paragon be liable to me for any CONSEQUENTIAL, INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE OR OTHER DAMAGES.

I have reviewed the show information, "Rules and Standards" and agree to the terms. Submitting my application for consideration to participate in the event both are done with full acknowledgement of these terms.

PRINT NAME \_\_\_\_\_

APPLICANTS SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

BUSINESS \_\_\_\_\_

**Mail or fax completed application to:**  
**PARAGON FESTIVALS**  
**8258 Midnight Pass Rd • Sarasota • FL • 34242**  
**FAX: 941-346-0302**