

# WEST ALABAMA FOOD & WINE FESTIVAL 2020

Thursday, April 9, 2020



## Food & Beer Vendor Contract

**DEADLINE TO REGISTER w/ promotional inclusion - Wednesday, February 26**

**DEADLINE TO REGISTER (if space is available) - Friday, March 27**

Name (Organization): \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Description of items offered at event: \_\_\_\_\_

\_\_\_\_\_

Do you require an electrical outlet: \_\_\_\_\_

### General Guidelines

- The West Alabama Food and Wine Festival will be held at the **Tuscaloosa River Market (1900 Jack Warner Parkway)** on **Thursday, April 9 from 5:30 p.m. - 8:30 p.m.**
- 1 x 6' draped table will be provided for each vendor (unless otherwise specified).
- Exhibitors are responsible for additional table décor, serving pieces and equipment (including plating, utensils, etc.)
- A "sellout" event is 450 guests. Be prepared to have 450 sample size tasting portions (2 oz. recommended). Tasting portions expected to last through duration of event.
- Beer & wine vendors are limited to serving a 2 oz. pour as stated in the Alabama ABC board administration code – Chapter 20-c-7 Advertising Provisions. All beer and wine vendors will need to follow all Alabama ABC rules and regulations.
- Up to three uniformed staff are allowed entry into the event.
- Retail sales are prohibited. Promotional materials are greatly encouraged.
- Two complimentary guest tickets will be given to each vendor upon request.

### Marketing & Promotions:

- We typically use traditional & new/social media to promote the event.
- To be included in all print (poster, push card, etc.), email your logo to [julie@uwva.org](mailto:julie@uwva.org) by February 26.

- All vendors will be included in the final round of promotions to include print ads, website & social media posts.

### Check in & Setup

The Tuscaloosa River Market will be open for exhibitors to setup at 3:30 p.m. All booths should be set up no later than 5 p.m. All exhibitors must be clear of the event venue by 9 p.m. – Thursday, April 9. No items are to be left at the Tuscaloosa River Market overnight.

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I, \_\_\_\_\_, hereby grant permission to the West Alabama Food and Wine Festival and their sponsors to use photographs and tape recordings made of me and my business during the West Alabama Food and Wine Festival 2020 for publicity and other non-commercial purposes.

### ***My organization and I will operate our booth from 5:30 .p.m - 8:30 p.m. , on Thursday, April 9, 2020***

I shall not hold the West Alabama Food and Wine Festival, (WAFWF) volunteers or any of its sponsors or representatives responsible for accidents to me, my staff, or property and I agree to assume all financial responsibility, including but not limited to damages to property or injuries to persons, which arise or are claimed to arise out of or in connection with my participation in the West Alabama Food and Wine Festival located at the Tuscaloosa River Market.

I agree to comply with all applicable Federal, State and Local laws, rules and regulations while participating in the West Alabama Food and Wine Festival.

I have read all the rules and regulation of the West Alabama Food and Wine Festival and agree to abide by them.

\_\_\_\_\_  
Date Vendor's Signature

\_\_\_\_\_  
Vendor's Printed Name

**RETURN FORMS TO: [cstrawbridge@law.ua.edu](mailto:cstrawbridge@law.ua.edu) / [debbie@sanfordres.com](mailto:debbie@sanfordres.com)**

**For more information please contact:** Debbie Sanford 205-932-0116 or Caroline Strawbridge 205-799-5872

THANK YOU for participating & supporting our Red Cross!