



Sweet Dreams, Inc.
Saturday, June 1, 2019
9:00 a.m. – 4:00 p.m.
Stuarts Draft Park, Stuarts Draft, VA 24477

Dear Food Vendor,

You are cordially invited to participate in the award winning Sweet Dreams Festival to be held on Saturday, June 1, 2019 at Stuarts Draft Park. Sweet Dreams is a free community special event sponsored by many great local businesses, industries and community agencies. Since Stuarts Draft is the home of Hershey Chocolate of Virginia and McKee, the maker of Little Debbie® snack cakes, we have the opportunity to celebrate Stuarts Draft as the “Sweetest Place to Live.” We would love for you to be a part of this wonderful family friendly event! If you are interested in being a food vendor at the softball tournament, please call for details.

Families will enjoy the wide range of activities in the Children’s Area that include a craft tent, rock climbing wall, inflatables, entertainment and so much more. There is also live musical entertainment, a snack cake eating contest, bingo and a variety of local artisans, crafters, businesses and community agencies. The 2019 Sweet Dreams Festival is a definite “must attend event!”

EVENT GUIDELINES:

1. Event is **Saturday, June 1, 2019 from 9:00 a.m. - 4:00 p.m.**
2. Space is limited. Sweet Dreams, Inc. reserves the right to deny any application.
3. Payment is due with signed registration form to reserve your space. Your payment will be processed upon acceptance and is non-refundable.
4. You must check in at the registration tent upon arrival.
5. Food vendors may check-in on Friday, June 1 from 9:00 a.m. – 7:00 p.m. or Saturday, June 2 from 5:30 a.m. – 7:30 a.m. We strongly recommend checking in on Friday due to the large number of expected exhibitors (supervision of the site will be provided overnight).
6. One spot is the size of a parking lot space (10’ W x 12’ L) and does not include tables, chairs, electricity or coverage from the elements. All food vendors must provide coverage from the elements, such as a fire resistant pop up tent and/or covered grill. Pop up tents are required to be anchored down on all four legs.
7. Sweet Dreams, Inc. reserves the right to remove any product we feel inappropriate.
8. All towing vehicles must be unloaded and cleared from the event area by 7:30 a.m. the day of the event.
9. You are responsible for filing your own Virginia Sales Tax.
- 10. Break down of exhibits will be after 4:00 p.m. due to safety of participants. No vehicles will be permitted in or out of the event area until after 4:15 p.m. NO EXCEPTIONS!!!**

If you would like to participate, please complete the registration form, include your **payment** and copies of **Health Department Certificate, general liability insurance** and **picture of your setup** and return by Friday, March 8, 2019. You will be e-mailed a confirmation letter upon acceptance of your application. If there are any questions with your registration form, you will be contacted at the phone number and/or e-mail address you provided on the registration form. If you have any questions, please contact me at 540-245-5727 or lstickley@co.augusta.va.us.

Sincerely,

Lettie Stickley

Administrative Secretary - Augusta County Parks and Recreation



FOOD AND BEVERAGE VENDORS GUIDE

EVENT/DATE

Sweet Dreams Festival, Saturday, June 1, 2019 from 9:00 a.m. - 4:00 p.m.

EVENT SITE

Stuarts Draft Park is located at 96 Edgewood Lane, Stuarts Draft, VA 24477.

RAIN DATES

There is no rain contingency for this event.

HOURS

Vendors will be permitted to set up on Friday, May 31 from 9:00 a.m. – 7:00 p.m. On Saturday, June 1 vendors will be allowed to bring vehicles into the park between the hours of 5:30 a.m. - 7:30 a.m. for set-up purposes.

VENDORS ARE EXPECTED TO BE READY TO SERVE THE PUBLIC AT THE SCHEDULED OPENING HOUR OF THE EVENT. Vendors will not be permitted to set up after the scheduled opening hour. They are expected to begin disassembly promptly at the closing hour of the event to permit maintenance personnel to begin cleaning as soon as possible after the close of the event. The provisions for hours are subject to change in the event of inclement or threatening weather.

REGISTRATION FEE

The registration fee for this event is \$100 for one 10' x 12' space, \$150 for two 10' x 12' spaces and \$175 for three 10' x 12' spaces due by Friday, March 8, 2019. If space remains available for food vendors after Friday, March 8, 2019, the registration fee will increase to \$125 per 10' x 12' space needed. The non-refundable registration fee must be paid by cash, check or money order made payable to Sweet Dreams, Inc.

REFUND OF REGISTRATION FEE

Vendors will receive refunds only if an event is canceled by the Sweet Dreams Board. Refund checks will take approximately four to six weeks to be delivered by mail.

REQUIREMENTS/RESTRICTIONS

1. Vendors are expected to provide all equipment, materials, stands, tables and other items relating to the individual concession.
2. Vendors shall only sell food at their booth; no other activities will be permitted.
3. Tents used must be fire resistant according to the State Fire Marshall. Vendors working with grease or open flames are required to have a Fire Extinguisher K.
4. Vendors are to bring their own trash receptacles and to make their own arrangements regarding safe and sanitary disposal of grease, coals, unused food, etc. Disposal of vendor trash in the provided trash bins for the event is unacceptable and not permissible.
5. Vendors must provide their own source of electricity and use heavy duty outdoor extension cords. These cords must be secured to eliminate any tripping hazard. Vendors are responsible for supplying electrical adaptors.
6. Vendors must provide their own source of water and ice.
7. There will be no "first" or "exclusive" rights to sell particular foods or beverages; however food vendor spaces are limited and we will attempt to diversify food sold during the event. **All foods and beverages to be sold must be listed on each food vendor's registration form. Sales by a vendor will be limited to the foods and beverages listed on the registration form. All final menu prices (including sales tax) must be listed at the time of sale.** The Sweet Dreams Board does try to limit certain foods to two per vendor (i.e., hamburgers, BBQ, pizza, etc.). Beverages do not fall under these terms. The Sweet Dreams Board will inform a food vendor of items to be sold by other food vendors, as disclosed in their

registration forms, upon request of such food vendor. A food vendor may be asked to remove a food item prior to or at the event if it is: a) already offered by two other food vendors or b) not disclosed on their registration form.

8. All food vendors must possess commercial general liability insurance, in an amount acceptable to the Sweet Dreams Board. Proof of such insurance must accompany the registration form.
9. **All food vendors must allow Sweet Dreams event volunteers to use a meal card (provided by Sweet Dreams, Inc.) to purchase food the day of the event.** Food vendors should not collect meal cards from volunteers. The actual total food purchase price (please do not round totals up) made by volunteers will be reimbursed to food vendors by Sweet Dreams, Inc. **In order to be reimbursed, food vendors will be responsible for keeping track of actual total food sales to volunteers on the provided Food Reimbursement Form received upon arrival.** Directions for filling out the form will also be provided. In order to be reimbursed, forms should be turned in at the Information Tent before leaving the event; no other forms will be accepted for reimbursement! Reimbursement checks will take approximately four to six weeks to be delivered by mail.

HEALTH DEPARTMENT APPROVAL

Unless exempt pursuant to applicable law, the Health Department must approve each vendor. Evidence of Health Department approval must accompany the registration form. Final acceptance is contingent upon the approval of the Health Department. Any vendor which is a nonprofit organization should complete an Application for Temporary Restaurant Permit and return it to the Augusta County Parks and Recreation Department along with its registration form and payment. The Sweet Dreams Board will assume responsibility for sending the Application for Temporary Restaurant Permit to the Health Department and will coordinate issuance of the permit by the Health Department. **Please note the Health Department will be inspecting food vendors the day of the event.**

SALES TAX

Unless exempt pursuant to applicable law, all vendors are required to pay a tax on all sales made at the event—sales tax of five percent (5.3%) to the Commonwealth of Virginia and food and beverage tax of four percent (4%) to the County of Augusta. Questions concerning the sales tax should be directed to Virginia Department of Taxation, Office of Customer Services, P.O. Box 1115, Richmond, Virginia 23218, (804) 367-8037. Vendors who already have a state sales tax number and report sales regularly to the Department of Taxation should file their reports in the usual manner. Questions concerning the food and beverage tax should be directed to Commissioner of Revenue, County of Augusta, P. O. Box 590, Verona, Virginia 24482, (540) 245-5640.

PARKING

Parking for vendors at the event is limited. Vendors must enter the event site from U.S. Route 340 via Edgewood Lane. At the closing hour of the event, vendors must enter the event site to disassemble via Kiser Court and exit the event site via Edgewood Lane.

SITE LOCATION AND ASSIGNMENT

Vendors will be assigned vending sites by the Sweet Dreams Board on the day prior to the event, unless the food vendor is a sponsor. If the food vendor is a sponsor, then the sponsor may choose a vending site in the designated food court. The Sweet Dreams Board reserves the right to change the location of, or dismiss, any food vendor, in the exercise of its sole and absolute discretion.

MONEY FOR CHANGE

Vendors are expected to provide sufficient currency and coin to make change. The Sweet Dreams Board will not be able to make change for vendors.

ADDITIONAL INFORMATION

The Sweet Dreams Board reserves the right to make determinations concerning matters not addressed in this Guide, and any such determination shall be binding on the vendors.

Additional information or clarification concerning the procedures, provisions and regulations cited in this Guide is available by contacting Lettie Stickley at 540-245-5727 or lstickley@co.augusta.va.us.

Please visit www.SweetDreamsDay.com or our Facebook page for more about this year's festival!



Sweet Dreams, Inc.
Saturday, June 1, 2019
9:00 a.m. – 4:00 p.m.

FOOD AND BEVERAGE VENDOR REGISTRATION FORM

Company Name: _____

Contact Person: _____ Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email address: _____

Website address: _____

Please list all food and beverages you intend to sell (be specific): _____

What day will you set up (please circle): Friday or Saturday

What type of unit/setup will you be selling from? _____ Length _____ Width _____

If you are a self-contained unit, please tell us which side your service window is located: _____

Please include a picture of your setup with this registration form.

Please list any special requests (we will let you know if we can accommodate you): _____

Please circle space needed below. If you are not able to meet the requirements of your choice you will be responsible for paying the additional fee prior to setting up.

Space needed: 1 10' x 12' space = \$100 **OR** 2 10' x 12' spaces = \$150 **OR** 3 10' x 12' spaces = \$175

If spaces remain after March 8, 2019 all participants wanting to sell food will be charged \$125 per 10' x 12' space requested.

Make checks payable to: Sweet Dreams, Inc.

Mail to: Augusta County Parks and Recreation, Attn: Lettie Stickley
P.O. Box 590, Verona, VA 24482

WAIVER: I certify I have read and understand the material set forth in the Food and Beverage Vendors Guide and that I agree to abide by all procedures, provisions and regulations contained in the Guide. Along with my registration form and payment, I have enclosed (i) a copy of my Health Inspection or the Application for Temporary Restaurant Permit, and (ii) proof of commercial general liability insurance.

I agree to indemnify, defend and hold harmless Sweet Dreams, Inc., its officers or any individual working with the event, responsible from and against losses, injuries, damages, and liabilities to persons or property arising out of or resulting from my participation in this event.

Applicant's Signature: _____ **Date:** _____