

# **VEGAN BLOCK PARTY: WINTER FESTIVAL**

Proudly Hosted By  
**VEGAN VENTURES, LLC.**



**VEGAN  
BLOCK  
PARTY**

**December 3, 2022**

12:00pm-6:00pm

*hosted at*

**ESPLANADE PARK**

400 SW 2nd Street

FORT LAUDERDALE, FL 33312

## **Thank you for your interest in becoming a vendor at VEGAN BLOCK PARTY - December 2022!**

We are excited to EAT, DRINK, & VIBE with you at our Winter Festival! Thousands of people look forward to attending VEGAN BLOCK PARTY events for a festival day featuring epic plant-based food, drinks, merchandise, specialty goods, music, family fun, contests & giveaways, wellness activities, activism, and SO MUCH MORE!

### **What is VEGAN BLOCK PARTY: Winter Festival edition?**

We are bringing all the festive winter vibes to this epic rendition of VEGAN BLOCK PARTY!

We encourage vendors to get in the spirit with exclusive menu items and offerings to match the holiday theme.

## **TERMS AND CONDITIONS**

**VEGAN BLOCK PARTY: Winter Festival** is brought to you by **VEGAN BLOCK PARTY** (under **VEGAN VENTURES, LLC**). The event will take place at **Huizenga Plaza** located at **400 SW 2nd Street, Fort Lauderdale, Florida 33312** on **Saturday, December 3, 2022**, from **12:00pm to 6:00pm**.

This is a ticketed event. Ticket prices are \$10.00 for General Admission and FREE for children 10 & under, and can be purchased through our website in advance, or at the gate on the day of the event.

Tickets are limited and only available until sold out.

In the past, this event has attracted thousands of attendees from the vegan community and beyond. This is a direct to consumer market that enables vendors to reach a demographic of conscious consumers. Many vendors have sold out at our past events, so it's important that vendors come adequately staffed, stocked, and prepared to serve crowds.

While we can never guarantee an exact number of attendees to expect, we will remain transparent and communicate ticket sales with vendors in the weeks leading up to the festival in order to plan accordingly.

## **GENERAL INFORMATION**

### **Event Details:**

- This event is **STRICTLY VEGAN** - everything served and sold at the festival must be 100% vegan and free from animal products / byproducts.
- Vendor registrations are on a **FIRST COME, FIRST SERVE BASIS**. Once vendor spaces are full, sign ups will be closed.
- **VENDOR SPACES ARE LIMITED FOR THIS EVENT - we strongly encourage applying early to secure a spot.**
  - Vendor registrations close on **November 25, 2022 at 11:59pm EST.**
- In addition to the Vendor Fee, there will be a **\$100.00 Security Deposit** held for each vendor.
- This deposit will be returned within 7 days after the event via the original payment method as long as the vendor does not breach this Contract, cause damage to the Park, or break any of the Event Rules.
- **Vendors will be assigned very specific LOAD IN & LOAD OUT times for before and after the festival.** These will be strictly enforced, as parking / unloading in the wrong areas can lead to \$500.00 fines enforced by the City of Fort Lauderdale.
- Esplanade Park is located in a busy part of Downtown Fort Lauderdale. The Park has a **VERY SMALL** street that we are permitted to use for loading vendors in & out.
- **To avoid traffic backups, blocking the road, and violating safety precautions, vendors are obligated to strictly comply and follow the Load In & Load Out Rules & Time Schedules.** Violations of these rules will result in upwards of \$500.00 fines.
- Vendors must begin break-down at 6:00pm when the event closes, and need to be off the park property by 11:59pm. Vendors are prohibited from packing up early and must remain intact until the event ends at 6:00pm.
- Attendance estimates will be communicated with vendors via email correspondence up until 48 hours prior to the event. Although the organizer will make every attempt to sell out the event, attendance is not guaranteed.
- Vendor assignments are chosen by management based on the order in which vendors sign up and whether or not electricity is needed.
- Vendors cannot request specific locations at the event. If you require extra space for cooking appliances, this must be communicated with VEGAN BLOCK PARTY staff upon submitting the Vendor Application. (Extra space is not always guaranteed.)
  - Any concerns or specific needs regarding your placement can be communicated to management via email.

### **Event Details:**

- Limiting your menu to 2-6 of your famous or specialty items makes preparation easier and keeps lines moving in a timely manner. (We STRONGLY recommend a simple menu!)
- **Food Vendors are required to offer at least one sample-sized menu item at a \$5.00 or less price point.**
- Please be prepared to provide VEGAN BLOCK PARTY management with 1-3 menu items free of charge for promotional, media, and advertising purposes. More details will be communicated via email as the event nears.
- Vendor load-in and load-out information, as well as the site plan, will be sent via email prior to the event.
- **All further communications will be sent to accepted vendors via email - it is critical to check your inbox for event information and updates.**

### **Venue Details:**

- Vendors will be located within the grass areas inside Esplanade Park and on the outer block (street).
- Parking is NOT available at the venue, but there are plenty of lots, garages, and street meters within the area. Please plan accordingly.
- Electric access is \$50.00 additional, and includes access to ONE outlet per vendor that cannot be overloaded with multiple plug-ins or surge protectors.
- There is **very limited** access to electricity at the Park. Once electric spaces sell out, there will be no option for vendors to access electric other than to bring your own source / generator.
- Vendors are permitted and encouraged to bring their own generators. (see **LIMITATIONS**)
- Damaging the grass in any way is prohibited! The grass in your tent must be protected and left in pristine condition after the event ends.
- You CANNOT use stakes or grounding poles of any kind in the grass. Puncturing the grass is PROHIBITED - Water jugs, water weights, and sandbags are the only options allowed to weigh down your tent.
- ROOFING PAPER (available for purchase at Home Depot), heavy duty cardboard, or mats are required underneath grills and cooking equipment of any kind to prevent damage to the grass. (see **LIMITATIONS**)
- Vendors are recommended to use propane, food warming trays, ice coolers, and low-amp cooking devices. Propane tanks must be placed BEHIND and OUTSIDE of the tent. (see **LIMITATIONS**)
- **Spilling grease or oil is PROHIBITED. The Park WILL have each vendor's business information and contact - they will enforce a \$500.00 fine for any damage caused to the park. Vendors must dispose of grease and oil OFF the park premises.**



- If you are a vendor that plans on using **cooking appliances** of ANY kind, the City of Fort Lauderdale requires the following fire extinguishers:
  - **2A:10BC (ABC)**
    - If you are producing grease laden vapors (deep frying with oil / grease) you will need both a **2A:10BC** AND a **Class K** fire extinguisher.
- The Fire Marshal will be inspecting ALL vendors beginning at 10:00am on event day. Failure to comply with these regulations can result in your vendor booth / food truck being shut down and restricted from operating.
- Recycling is strongly encouraged, and vendors are also encouraged to use biodegradable, recyclable materials for serving.

### **VENDOR COSTS**

| VENDOR TYPE                 | COST                              |
|-----------------------------|-----------------------------------|
| Merch/Specialty Good Vendor | \$350.00 (+ tax)                  |
| General Vendor (Food/Drink) | \$400.00 (+ tax)                  |
| Food Truck                  | \$450.00 (+ tax)                  |
| Non-Profit                  | FREE (proof of 501c3 is required) |
| Additional Electric         | \$50.00                           |

### **General Vendors:**

- Merch/Specialty Good Vendors include companies selling apparel, candles, soaps, body care, services, canned / jarred goods, etc.
- General Vendors include companies selling food and drinks of any kind.
- ALL vendors **must** bring their own 10x10 tent. (Tents **CANNOT** be larger than 10x10.)
- Vendors are required to bring their own additional materials, including tables, chairs, marketing materials, signage, generators, etc.
- Vendors will have an assigned 10x10 space, in addition to a 4ft **extension space** BEHIND their tent for extra storage, cooking appliances, generators, etc.
- The extension space will be specified in the Site Map sent to vendors. This area will be barricaded off so attendees cannot cross or walk through. Vendors will NOT be permitted to extend past the extension space.
- Vendors who need an additional 10x10 vendor space are required to communicate with VEGAN BLOCK PARTY management upon submitting the Vendor Application. Additional fees may apply.

**ALL TENT VENDORS - Early Loading Info:**

- Very specific loading information will be sent to vendors as the event gets closer, but please read the following information:
- **Tent vendors are permitted and encouraged to set up the BULK of their materials (including tent, tables, signage, chairs, etc) on FRIDAY, December 2, 2022 between 12:00pm and 3:00pm.**
- Vendors should NOT leave any food items or electronics overnight.
- The Main Field will be fenced and guarded by security overnight.
- VEGAN BLOCK PARTY is not responsible for vendors personal belongings, including missing or stolen items.

**Food Truck/Food Trailer Vendors:**

- Food truck / trailer spaces are EXTREMELY LIMITED.
- Food trucks will be spaced 10ft apart in accordance with state laws.
- Food truck vendors will receive an email with additional information regarding spacing, size of truck, etc.
- Food truck vendors cannot set up pop-up tents of any kind. Space is limited.
- Food truck vendors will have to comply with a very specific and strictly enforced wristband rule regarding serving. The sidewalk cannot be barricaded off as per City regulations, so we will be implementing a WRISTBAND policy to ensure that food trucks are only accessible to paying event attendees. More information will be provided upon approval of the Vendor Application.
- Food truck vendors are required to STOP taking orders at 5:30pm sharp.
- Food trucks must serve their final customers, turn off ALL heated cooking appliances / fryers, and CLOSE YOUR WINDOW by 6:00pm SHARP so you are ready to pull out and be off premises by 6:30pm.

**Non-Profit Vendors:**

- Non-profit vendors must be prepared to show their 501c3 upon submission of the Vendor Application.
- Non-profit vendors must bring their own tent and materials.
- Non-profit vendor spaces are extremely limited and there's a possibility that your application will be waitlisted.

### **Vendor Cost Breakdown:**

The Vendor Fee includes:

- 4 vendor wristbands so employees can enter and exit event without a ticket. Vendors that need more than 4 wristbands must email management prior to the event. (see **LIMITATIONS**)
- Social media advertising tailored to each individual vendor (on Facebook, Instagram, our website, and email newsletter; cumulatively 50,000+ followers).
- Police and Security safety on site.
- Fire Marshal and Health Code inspections.
- Vendor waste management and recycling (trash cans and recycling bins will be easily accessible for vendors).

### **Vendor Payments:**

- VEGAN BLOCK PARTY management will follow up with vendors via **EMAIL** upon submission of the Vendor Application with approval or denial, and the exact amount due.
- If approved, vendors will be given 72 hours to submit their payment.
- Payments must be sent via Zelle with specific instructions.
  - ZELLE INFORMATION:
    - **Zelle Phone Number:** (407) 952-2928
    - **Zelle Email:** [veganblockpartyfl@gmail.com](mailto:veganblockpartyfl@gmail.com)
- If vendors choose to pay by Credit Card, they must submit information via the secure Credit Card Authorization Form emailed. (\*A 3.5% processing fee will be added for all Credit Card payments.)

**\*Failure to submit your payment by the date and time given in the Vendor Confirmation email will result in the termination of this agreement.**

**\*\*Vendor spaces will NOT be held and are ONLY confirmed upon submission of payment and the signed Vendor Contract.**

**Vendor payments are NON-REFUNDABLE.**



## **LIMITATIONS**

- This event is strictly vegan, so the sale of anything containing animal products such as meat, dairy, eggs, honey, gelatin, casein, leather, feathers, etc. is **STRICTLY PROHIBITED**. The sale of artificially flavored and artificially dyed candies is prohibited unless certified vegan.
- The event date is subject to change or cancellation at any time (see **RESTRICTIONS**), in which case vendor fees may be refunded or used for the rescheduled event.
- This is a ticketed event. Accepted vendors will be given 4 wristbands and credentials on the day of the event that allow them to enter and exit the event without a purchased ticket. Wristbands are not to be given out to friends/family or resold under any circumstances.
- Past events have brought large crowds and long lines. While exact attendance isn't guaranteed, it is the sole responsibility of the vendor to be adequately stocked with enough staff to accommodate the event size.
- Vendors must abide by the rules and arrive within the load-in time window to set up. **Gates will CLOSE at a specified cut off time, and late vendors will be turned away after this time.** (Exact times and the site map will be specified as the event gets closer.)
- Vendors are permitted to make sales within their tent space between the hours of 12:00pm-6:00pm only.
- **VENDORS ARE PROHIBITED FROM SELLING ALCOHOL.**
- Vendors are solely responsible for generators that require permits from the City of Fort Lauderdale. Any generator larger than 8kw requires a permit.
- **Vendors are required to have at least one menu item at or below \$5.00, as it's important to us to provide affordable options to accommodate everyone. This can be an "appetizer-sized" portion.**
- Packing up before the 6:00pm break-down time is **strictly prohibited** and **attempts to do so will result in a \$100.00 fine.**
  - Vendors that sell out before 6:00pm are welcome to put up a "SOLD OUT" sign and enjoy the party until closing.
- Vendors must be packed up and off the premises by 10:00pm. Vendors will be given very specific load-out instructions, as parking in the wrong location can lead to a \$500.00 fine enforced by the City of Fort Lauderdale.
- Damaging the grass in any way is prohibited. Vendors must not dump grease or oil in the grass and ground, and must not puncture the grass in any way. **Doing so will result in a \$100 fine.**
- Coal fired cooking devices are prohibited.
- There are restrooms on site. Please be mindful that there will not be sinks or water access for cleaning / rinsing cooking materials of any kind.



## **LIMITATIONS (CONT.)**

- Trash must be disposed of in the bins provided at the venue. **Leaving trash behind will result in a \$100 fine.**
- Leaving grease of any kind behind is STRICTLY prohibited. You must safely dispose of grease OFF of the Park's property. Grease or oil of ANY KIND may NOT be left behind.
- It is the vendor's sole responsibility to obtain the appropriate licenses or permits as required by law, collect and remit sales taxes, and obtain any other legal business requirements. Sales are the sole responsibility of the vendor.
- All vendors are subject to inspection by the Fire Marshal on site prior to the start of the event. It is CRITICAL for any vendor who plans on cooking/heating/using electric to be prepared for inspection **BY 10:00am** (two hours before gates open).
- Vendors are responsible for providing images to be used for social media promotion on VEGAN BLOCK PARTY accounts.
- Vendors grant VEGAN BLOCK PARTY under Vegan Ventures, LLC. an unlimited license to use any photos or videos taken at the event at no additional cost.
- **VIOLATION OF STATE AND LOCAL ORDINANCES AND/OR VEGAN BLOCK PARTY POLICIES MAY RESULT IN THE EXPULSION OF THE VENDOR FROM THE VENUE OR ANY STATE OR LOCAL APPLICABLE PENALTIES.**

## **VENDOR AGREEMENT**

### **Liability:**

Neither the event managers, event producers, (VEGAN BLOCK PARTY under VEGAN VENTURES, LLC.), nor the venue (ESPLANADE PARK / CITY OF FORT LAUDERDALE located at 400 SW 2ND STREET, FORT LAUDERDALE, FLORIDA 33312), the event staff, nor security, officers, agents, directors, or representatives are liable for any damages, loss, missing or stolen items that may occur to the vendor or to the vendor's employees or property from any cause whatsoever, included but not limited to weather, negligence, attendees, etc.

Insurance and liability are the full and sole responsibility of the vendor. It's recommended, but not mandatory, that vendors provide a copy of insurance with "VEGAN VENTURES, LLC." (8100 LAKE WORTH ROAD, LAKE WORTH, FLORIDA 33467), listed as Additionally Insured. This documentation must be provided through email by December 11, 2022 at 11:59pm EST.

Choosing to forego insurance means that you are accepting full responsibility for any losses, damages, accidents, and/or potential legal action against you or your business that may occur. If needed, you can obtain temporary, one-day event insurance from websites such as [theeventhelper.com](http://theeventhelper.com)

**Restrictions:**

VEGAN VENTURES, LLC. management reserves the right to restrict vendors that become objectionable because of noise, method of operation, materials, or for any other reason, and to prohibit or evict any vendor that, in opinion of the management, may detract from the general character of VEGAN BLOCK PARTY under VEGAN VENTURES, LLC, and the City of Fort Lauderdale as a whole. This restriction includes persons, things, conduct, printed matter, not abiding by protocols, failure to present insurance, or anything that the management determines objectionable in character. In the event of such restriction or eviction, event management is not liable for any refunds or other vendor expenses. Event will take place rain or shine. Should devastating weather or natural disaster occur, event will be rescheduled.

Event is subject to change dates or be postponed at any time. All vendors must be adequately staffed and must remain intact until the official closing hour of 10:00pm. Early dismantling is disruptive to the event and poses safety and security hazards, therefore, vendors must not pack, tear down, or remove any portion of their vendor setup prior to the official closing at 6:00pm. Early breakdown is strictly prohibited and will result in a \$100 fine.

Vendors will be required to submit a \$100.00 Security Deposit with their Vendor fee. In the case that no damages occur and all vendor rules are obeyed, the Vendor will receive their deposit back within seven days following the event.

**Signature:**

Signing this contract (via the online signature box at [veganblockparty.com](http://veganblockparty.com)) indicates that the vendor accepts the Terms and Conditions of this contract and agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense for personal injury, accident, claims, suits, or property damage from fire, death, theft, destructive causes, or loss arising of, in, at, or in connection with the vendor/sponsor's display and participation. In the event of any dispute, suit must be filed in the City of Fort Lauderdale. The prevailing party shall be entitled to recoup their attorney's fees.