



# CVP 2014

VENDOR KIT

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# Show your colors **August 23.** A day of diversity starts **with you.**

Join us **Saturday, August 23rd** from **Noon to Midnight** at **West Fourth & Jefferson Street** to celebrate our diversity and our community. It's not just for the gay, lesbian, bisexual and transgender people of the Cedar Valley. It's for everyone — come discover what it means to be LGBT in the Cedar Valley and stand for diversity, inclusion and acceptance.

Come celebrate the joys of diversity with LIVE music, information booths, food, female impersonators, beverages and more. This day-long event is geared to be inclusive for the whole family. Help be a role model and show that acceptance and inclusion is a choice.

In 2013, we saw a 40% increase of attendance to more than 3,500 people from 22 different states. Plus, we involved the whole community with more than 34 sponsors, 23 exhibitors and 22 food and merchandise vendors. The inaugural 2012 Cedar Valley Pridefest was a great success drawing in more than 2,500 people from 18 different states as well as 20 sponsors, 20 exhibitors and 10 food and merchandise vendors.

We are excited about the success of the first Cedar Valley Pridefest event and are looking forward to growing to reach a larger audience in the Cedar Valley and beyond. With positive word-of-mouth from 2012 and 2013, additional promotion, interesting vendors and exciting entertainment, our goal for 2014 is to establish Cedar Valley Pridefest as one of Iowa's must see events.

Thank you for your support,



INCORPORATED

For more information, please visit  
**cedarvalleypride.com**  
or e-mail [cvpridefest@gmail.com](mailto:cvpridefest@gmail.com)

PO Box 1435  
Waterloo, IA 50704-1435

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**VENDOR KIT**

# Building a diverse community.

## A recap of 2013 Cedar Valley Pridefest.



### WHEN

Saturday, August 24  
12:00 PM – 12:00 AM

### ATTENDANCE

More than **3,500**  
people attended.

### FROM

Alabama	Missouri
Colorado	Nebraska
Florida	New York
Iowa	North Dakota
Illinois	Oregon
Kansas	South Dakota
Kentucky	Tennessee
Massachusetts	Texas
Michigan	Utah
Minnesota	Wisconsin
Mississippi	



### SPONSORS, VENDORS & EXHIBITORS

- Sponsors (34)
- Vendors (23)
- Exhibitors (22)

### TICKET PRICES

- Advance \$6
- Gate \$7



# Vendor Participation

## Classification

Vendors are classified into three groups – commercial, political and informational. As such, vendor packages vary. Commercial is defined as anyone selling food or merchandise of any type.

Commercial Vendors — \$200 for 15' x 10'

Political Vendors — \$200 for 10' x 10'

Information Vendors — \$50 for 10' x 10'

**Sign-up by June 1, 2014 and save 50%.**

## Consideration

- Deposit is non-refundable
- Selection of vendors and vendor placement is at the sole discretion of the Cedar Valley Pride Fest Inc.
- Vendors not conforming to their classification will be assessed additional fee or closed if they do not fit in their pre-registered classification.
- Unregistered vendors will be asked to leave

## Locations

A food court area will be setup within the gates. Limited seating will be provided to the public. Vendor and merchandise booths will fill the balance of the space in the center of West Fourth Street, some sidewalk areas along West Fourth Street and potentially in the alley between Pioneer Communications and Heaton Adams. The rain location will be under Highway 218 by West 4th Street just across the street.

## Requirements

- Vendors participation requires accordance with all details set forth in this document including those details outlined under Consideration, Setup and Operations.
- Food vendors are required to contact the Black Hawk County Health Department for a license and it is your responsibility to ensure you are registered to be a food vendor. The Black Hawk County Health Department is the final word on requirements and details relating to food, cleanliness and menu items.
- No dumping into the city drainage system will be allowed including – grease, cleaners, excess beverages or food debris.

## Pridefest Supplied

- Space as described above in 10' x 10' or 15' x 10' size based on the vendor's classification
- Limited electrical access

## Vendors To Supply Their Own

- Tents
- Tables
- Chairs
- Equipment (including extension cords and power strips)
- Signage
- Personnel (registered with your form)
- Change/Credit Card processing
- Two (2) garbage cans and bags for waste disposal

## Setup

- Vendors should discuss any preference of placement or special requirements prior to signing agreement.
- Trailers and large vehicle vendors should be in place by 10 AM. You will not be allowed to drive on West 4th Street after 10:30 AM. **All vendors should be in place by 11 AM.**
- Smaller vendors should note they will need to carry all supplies in place.

## Operations

- **Commercial Vendors must operate between the hours of Noon and 10 pm.** Late arrival and early closing prohibited.
- **Political and Information Vendors must operate between the hours of Noon and 8 pm.** Late arrival and early closing prohibited.
- Vendors may stay until Midnight if they choose. Attendance is high until Midnight.
- **Vendors who close early will be assessed an additional \$100 fee.**

# Vendor Agreement



## Contact Information

Contact Name: \_\_\_\_\_  
Company/Group Name: \_\_\_\_\_  For Profit  Non-Profit  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_  
Vendor Social Security/FEIN No. : \_\_\_\_\_ Iowa Sales Tax No. : \_\_\_\_\_  
Mobile Health License No.: \_\_\_\_\_ (Contact Black Hawk County Health Dept. for a health license.)

## Vendor Type

Please refer to the enclosed vendor types for detailed information. Please check ONE box indicating your vendor type.

- Commercial Vendor (I am selling a product)  \$200  \$100 Early Registration (by June 1, 2014)  
 Political Vendor (I am with a political party, office or candidate)  \$200  \$100 Early Registration (by June 1, 2014)  
 Information Vendor (I am providing free information to the public)  \$50  \$25 Early Registration (by June 1, 2014)

## Booth Description

Please describe your booth: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Menu Items: *(The health department may prohibit the sale of certain items.)* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Electrical Usage Profile: Will you require electricity?  Yes  No (All units must be GFCI Compatible)  
If YES, please list each appliance separately that you will bring to the event: (Attach additional sheet if necessary)

Type of Appliance	Volts	Watts/Amps/Horsepower
_____	_____	_____
_____	_____	_____

Is this booth/trailer equipped with its own electrical panel?  Yes  No (If YES, what size? \_\_\_\_\_)  
*Note: Booths/Trailers whose wiring are not in compliance with the National Electrical Code or are otherwise deemed unsafe due to deterioration, grounding, etc. will not be supplied electricity. Neither the City of Waterloo nor Cedar Valley Pridefest will supply drop cords.*

## Conditions

Participation at Cedar Valley Pridefest is at the sole discretion of Cedar Valley Pride Fest Inc. and vendors are required to adhere by all details in this document and provided to vendors prior to the event.

## Payment

Please remit the full payment with your form by check. Checks should be made payable to "Cedar Valley Pride Fest Inc." and mail to:  
Cedar Valley Pride Fest Inc., PO Box 1435, Waterloo, IA 50704-1435.

## Authorization

By signing below, I confirm that I am duly authorized to enter into this commitment to sponsor Cedar Valley Pridefest.  
I agree that upon your acceptance of this vendor commitment form, this will become a binding contract for the vendor amount indicated and agree to all requirements set forth in this document.

\_\_\_\_\_  
Signature Date  
\_\_\_\_\_  
Name (Printed) Title

THANK YOU FOR YOUR CONSIDERATION



FOR QUESTIONS CONTACT  
[cvpridefest@gmail.com](mailto:cvpridefest@gmail.com)