

# 2020 CHEESE CURD FESTIVAL FOOD TRUCK/VENDOR AGREEMENT

**APPLICATIONS & DEPOSIT DUE: February 1, 2020**

**ACCEPTANCE NOTIFICATION: No later than March 1, 2020, applications may also be approved upon submission**

**FULL FEES DUE: April 1, 2020**

**PRE-FESTIVAL FOOD EVENT - BEST CHEESE CURD DISH COMPETITION (OPTIONAL): Date to be determined**

**FESTIVAL SET-UP: Beginning Thursday, June 25 at 12pm & Friday, June 26 at 10am**

**FESTIVAL: June 26 & 27, 2020**

**LOCATION:** East End Park, Ellsworth, WI

**DATE/TIME:** Friday, June 26, 2020 • 4pm -10pm  
Saturday, June 27, 2020 • 10am -10pm

**ABOUT:** The event is a 19-year tradition that celebrates Ellsworth's designation as the Cheese Curd Capital of Wisconsin. The festival pays homage to the beloved cheese curd with hand battered deep fried curds and signature sauces, and other creative cheese curd-influenced cuisine.

In addition, a full schedule of live music, tasting events, and activities entertain guests throughout the 1-1/2 day festival. Other events include the Cheese Curd Run, Vendor Marketplace, Cheese Curd Eating Contest, classic car show, and many other popular activities.

**ATTENDANCE:** Attendance to our 2018 & 2019 festivals were estimated to be about 30,000. We are expecting to draw a crowd of similar size in 2020.

**VENDOR FEE:** \$400 (plus \$75 if electric, if needed). A \$150 deposit per booth is due with application. Application must be received no later than February 1, 2020. The \$400 fee is due no later than April 1, 2020. All fees and deposits are nonrefundable (if your application is not approved application fee and deposit will be returned).

**DAMAGE DEPOSIT:** All food vendors must submit a \$150 damage/security fee (your \$150 application deposit will be shifted to this upon application approval). This fee will be refunded following the festival on the condition that all vendor material is removed and there is no damage to the festival grounds. This fee will not be refunded if you are accepted into the 2020 festival and cancel after you have been notified.

**FOOD TRUCK/APPLICATION POLICY:** Confirmation from the Cheese Curd Festival is based on the date and time of application submissions. Additionally, we will take your menu into account when we receive your completed application. Our goal for the event is twofold: First, to bring area food vendors/food trucks to the forefront.

Second, to provide a unique experience, in keeping with the festival theme, by ensuring menu variety and unique cheese-curd influenced offerings. We're looking for quality and creativity and encourage your unique cheese curd menu items.

**From pizza to burgers, on a stick or in a boat, other than deep fried cheese curds, the sale of which is the main fundraiser for the Ellsworth Area Chamber of Commerce (EACC), the sky is the limit!** All Food Trucks in attendance must incorporate cheese curds into at least two menu items, with the dish of their choice becoming their entry in the "Best Cheese Curd Dish" and "People's Choice" competition. A special committee will select a grand prize winner.

While we are unable to guarantee there will not be competing vendors, we will take this into consideration as we receive vendor applications. The Cheese Curd Festival reserves the right to turn down applications (and return fees) based on the number of applications received and overall variety of applications.

**PROCEEDS:** Food trucks and vendors keep 100% of their proceeds of sales at the event. However, food trucks/vendors are NOT allowed to sell ANY alcoholic beverages at the event. *Additionally, deep fried cheese curds can be sold if incorporated into your cheese curd menu items, but CANNOT be a menu item on their own or served as a side dish.*

**ONSITE RESOURCES:** All food trucks and vendors must be able to operate independently of any provided resources at East End Park including water, electrical (see below), refrigeration and any materials. Vendors are responsible for all set-up and clean-up of their booth space and their immediate area surrounding such space. All food vendors are required to supply one garbage can at their booth.

**ELECTRICAL:** There is a limited supply of 50/20 amp circuits available for food vendors/truck. Please indicate your power needs, if any, on the application. There is a \$75 additional fee for use of electricity.

**SET-UP, HOURS, TEAR-DOWN:** Set-up times will be assigned starting at 12pm on Thursday, June 25, 2020 and at 11am on Friday, June 26, 2020. All set-up must be completed no later than 1 hour before the event. All food trucks/vendors are required to remain open until 10pm. There will be NO teardown prior to 10pm on Saturday, June 27, 2020.

**OPERATING LICENSE:** All food vendors must call the Pierce County Health Department to determine if your current permit allows you to sell food at this event or if additional permits are necessary. You must contact the Pierce County Health Department (Michele Williams at 715-273- 6755) at least 14 days prior to the Cheese Curd Festival or late application fees will apply. A Pierce County Health Department official will be on-site to conduct vendor inspections before

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the festival begins.

**INSURANCE:** Food trucks must provide the EACC with a copy of their Operating License no later than 1 week prior to the event. In addition, Food Trucks must also provide an Insurance Certificate naming EACC and the Village of Ellsworth as additional insured subjects to a combined single limit of at least \$1,000,000 (one million dollars) each occurrence and \$1,000,000 (one million dollars) in the aggregate for bodily injury and property damage with regard to use at East End Park. Insurance certificate is required no later than 1 week prior to the event.

**APPLICATION APPROVALS:** Based upon the projected number of attendees, Food Trucks will likely be limited to no more than 18 and applications will be reviewed on a first-come, first-served basis. Approval notifications will begin no later than March 1, 2020. Applications may also be approved upon submission. Approvals will continue as applications are received and until all spots are filled, or through April 30, 2020.

**PROMOTION:** We will be promoting all Food Trucks participating in the event as part of the overall festival marketing plan. Please forward, via email, a high resolution digital file of your logo (.ai or .eps preferred). Your logo will be displayed on [www.CheeseCurdFestival.com/Food](http://www.CheeseCurdFestival.com/Food), on social media, and other marketing materials as applicable.

## ADDITIONAL FOOD TRUCK/VENDOR INFORMATION AND GUIDELINES:

- Food Trucks and Vendors will be provided space based upon our layout. Food trucks and Vendors must plan on staying the entirety of the event.
- Each Food Truck must include at least two (2) CHEESE CURD items in their festival menu. One item will be entered into our "Best Cheese Curd Dish" and "People's Choice" contest. These items must be made prominent on your booth/truck and menu.
- Deep fried cheese curds can be sold if incorporated into your cheese curd menu items, but CANNOT be a menu item on their own or served as a side dish.
- Participants are permitted to sell only the items that are submitted in this application and accepted by the Cheese Curd Festival jury.
- Items presented for sale that have not been submitted and approved may be removed at the discretion of Festival Staff.
- The event will be held rain or shine.
- Food safety is a primary concern. If you have any questions as to what needs to be done so you can operate, please contact us.
- Please keep your area clean and do not throw trash next to or behind your area.
- There is no carry-on alcohol allowed at the festival.
- No Food Truck or vendor may produce or sell any merchandise, apparel, or promotional items with the Cheese Curd Festival logo or wording without prior consent.
- Please contact the Curd Crew with questions at [food@cheesecurdfestival.com](mailto:food@cheesecurdfestival.com). You may also

All cheese curds used at the Cheese Curd Festival must be Ellsworth Cooperative Creamery Cheese Curds.

For order needs contact Scott Sweere at 715-273-4311 x221.

*I have read and understand the event information, agree to comply with the requirements, and have enclosed the \$150 deposit. I agree to accept all responsibility for any personal injury, property damage, loss or other harm suffered by myself or otherwise due to my participation in the event. Further, I shall indemnify and hold harmless the Ellsworth Area Chamber of Commerce and Village of Ellsworth, its sponsors, volunteers and staff against all suits, claims, demands and losses including costs, expenses and attorney's fees incurred as a result of any action or omission, neglect or misconduct of the Food Truck/Vendor.*

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Questions?** Please contact the Curd Crew at [food@cheesecurdfestival.com](mailto:food@cheesecurdfestival.com). You may also reach us by phone at 715-273-6442, but you will receive a response faster via email.

# 2020 FOOD TRUCK/VENDOR APPLICATION

## General Information

Food Truck/Vendor Name: \_\_\_\_\_

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ Cell Phone: (\_\_\_\_\_) \_\_\_\_\_

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

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

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

Website: \_\_\_\_\_

## Booth Information

Type of Set-up (circle one): Truck Trailer Cart Tent Other \_\_\_\_\_

Length of unit: \_\_\_\_\_ Side of service: \_\_\_\_\_

Electric Needed ? - if so please describe needs in amps - \_\_\_\_\_

## Menu Information

Type of Food/Theme: \_\_\_\_\_

Please also submit a copy of your menu for Cheese Curd Festival. Remember, vendors are only permitted to sell the items that are submitted in this application and accepted by the Festival committee (changes can be made to the menu and submitted up until June 1, 2020 for approval).

Please provide a name and short description of your two (2) signature CHEESE CURD items for sale at the Cheese Curd Festival. Please specify the item that will be made available to judges for consideration of the "Best Cheese Curd Dish"/"People's Choice" as Item #1 below. **(Need help coming up with ideas? Connect with us and we can put you in contact with an Ellsworth Cooperative Creamery chef!)**

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- I have completed the above application.
- I have included a copy of the signed agreement and have retained a copy for my reference.
- I have included payment of \$150 deposit (\$400 due by April 1 + \$75 for electricity, if needed)
- I have included a copy of our menu.
- I have included a photo of our food truck/booth.
- I have contacted Michele Williams with the Pierce County Health Department.

**Please return your completed application to:** To the above email or Ellsworth Area Chamber of Commerce, ATTN: Cheese Curd Festival, PO Box 927, Ellsworth, WI 54011. Applications can also be submitted online at [www.cheesecurdfestival.com/participate](http://www.cheesecurdfestival.com/participate), under Food Vendors.