



## Africa In April Cultural Awareness Festival, Inc.

P. O. Box 111261 Memphis, Tennessee 38111  
(901) 947-2133 office , (901) 947-2414 fax  
www.africainapril.org [aiafest@bellsouth.net](mailto:aiafest@bellsouth.net)

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To: Prospective Concessionaires:  
From: David L. Acey, Sr., Executive Director  
Louis Martin III, Food Coordinator  
Subject: Concession Application

### Honored Country: THE REPUBLIC OF SENEGAL

Dear Concessionaire(s):

I am enclosing a concession application for the 25th Annual Africa In April Cultural Awareness Festival April \_\_\_\_\_, 2011 (Thursday, Friday, Saturday, Sunday). Please complete the enclosed application and return with your deposit of \$775.00 by March \_\_\_\_, 2011 to be considered for Africa In April Festival 2011 Applications received after the deadline will not be considered.

**Africa In April Festival 2011 will take place at Robert R. Church Park, Beale at Fourth St., in the internationally famous Beale Street Historic District. Hours of operation:**

**Thursday: April 15th, Vendor's set up day.**

Friday: April \_\_\_\_, 7:30am to 8:00pm

Saturday: April \_\_\_\_, 7:30am to 12:00am

Sunday: April \_\_\_\_, 9:00am to 7:00pm

Complete the enclosed application immediately and forward to the Africa In April office. Submitting applications will not necessarily assure your participation. Concessionaires selected will be based on available space, uniqueness, quality and experience. All decisions made regarding participation **ARE FINAL**.

Read the rules, regulations, and vendor's criteria carefully governing Africa In April Festival 2011

If you have questions concerning enclosures contact Louis Martin III 901-870-6626 or David L. Acey, Sr. 901-947-2133 and the fax number is 901-947-2414.

## **TERMS OF AGREEMENT**

### **1. Location:**

Beale Street and Robert R. Church Park, Downtown Memphis

### **2. Dates:**

**Vendor set up is Thursday, April 15<sup>th</sup>, 2011.** Friday, April 16<sup>th</sup>, 2011 thru Sunday, April 18<sup>th</sup>, 2011. Hours of operation, Friday and Saturday 7:30 am-12midnight and Sunday 9:00am-7:00pm. (**rain or shine**)

### **3. Booth Rental:**

- Concessionaires selected will be based on available space, uniqueness, quality and experience. All decisions made regarding participation **ARE FINAL**.
- Booth assignments and vendor badges will be issued at the time of set-up. **NO** vendor will be allowed to set-up without credentials. Each vendor must show a valid driver's license or other valid government identification in order to pick up badges.
- Once accepted, you will be required to pay your full vendor amount of **\$1,550.00, due March 30<sup>th</sup>, 2011** (without payment the next person will be offered your spot) (**NO EXCEPTIONS**).
- **No space shall be subleased to another vendor.**

### **4. Insurance:**

Africa In April concessionaires should have liability insurance with a **\$500,000.00 minimum coverage**. Your insurance agent should be able to take care of this for you from your existing policy. **This certificate of insurance you receive from your agent should name the Africa In April, Shelby County and the City of Memphis** as additional insured. **Africa In April will need a copy of the certificate on or before Monday April 10th, 2011.**

### **5. Permit/Taxes/Licenses:**

- Vendor is responsible for all tax liability and licenses due to the City of Memphis, Shelby County Government and the State of Tennessee.
- **Concessionaires must obtain all necessary City of Memphis and Shelby County health permits and tax licenses. Please Call the Africa in April's office for details.**

### **6. Complimentary Meals:**

- All food vendors are required to provide up to but not exceeding **\$125.00** worth of complimentary meals/menu items to AIA staff, and security/law enforcement personnel.
- Coupons will be distributed to staff and security/law enforcement for redemption during the festival. **NO EXCEPTIONS.**

### **7. Menu Criteria:**

All participating food vendors must display professional looking menu boards specifying menu items and prices. Menu boards must be displayed at all times. No changes to menu boards will be allowed without prior permission from Africa In April. Africa In April

reserves the right to specify what items, brand names and portion sizes may be sold by vendors, as well as prices vendors may charge for menu items.

**8. Non-food items:**

- Food vendors will not be allowed to sell any non-food items without the written consent of Africa In April. Use of the “Africa In April Cultural Awareness Festival, Inc.” name, logo, likeness or any other variation thereof, on any signage, T-shirts, printed materials, etc., will not be allowed without written permission from Africa In April.
- All food vendors interested in participating in the 2011 Africa In April Cultural Awareness Festival, Inc. **MUST** submit a completed applications form, a proposed menu with pricing, and a current photograph or layout of their area by the application deadline.
- All food vendors are required to maintain a clean, safe, and sanitary operating environment at all times. After the festival has ended, vendors are required to thoroughly clean their assigned space, dispose of any and all trash, and have the site available for inspection.

**Make Cashier's Check or Money Order Payable to:  
David L. Acey/Africa In April  
PO Box 111261  
Memphis, 38111**

Signature \_\_\_\_\_  
David L. Acey, Sr., Executive Director  
or  
Yvonne B. Acey, Associate Director

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

Vendor Signature \_\_\_\_\_

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

**2011 AFRICA IN APRIL CULTURAL AWARENESS FESTIVAL, INC.**  
**FOOD VENDOR APPLICATION**

Please type or print legibly. Please read all accompanying documents before completing application.

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: DAY \_\_\_\_\_ EVENING \_\_\_\_\_

OFFICE \_\_\_\_\_ CELL \_\_\_\_\_

EMAIL: \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**PROPOSED MENU ITEMS AND PRICING:**

1. \_\_\_\_\_ \$ \_\_\_\_\_

2. \_\_\_\_\_ \$ \_\_\_\_\_

3. \_\_\_\_\_ \$ \_\_\_\_\_

4. \_\_\_\_\_ \$ \_\_\_\_\_

5. \_\_\_\_\_ \$ \_\_\_\_\_

6. \_\_\_\_\_ \$ \_\_\_\_\_

7. \_\_\_\_\_ \$ \_\_\_\_\_

8. \_\_\_\_\_ \$ \_\_\_\_\_

9. \_\_\_\_\_ \$ \_\_\_\_\_

10. \_\_\_\_\_ \$ \_\_\_\_\_

If additional space is needed please just copy this page or continue on an additional piece of paper.

## AFRICA IN APRIL 2011

### IMPORTANT THINGS TO REMEMBER

Below is a list of several important things that as you prepare to participate in the 2011 festival you will need to remember. Please make a note of these things. Failure to be aware and adhere to these policies will seriously jeopardize your ability to participate in future years. Thank you.

1. Completed applications are due \_\_\_March 5<sup>th</sup>, 2011\_\_\_\_\_ so that we may have an idea of how many vendors we shall have.
2. **Once accepted** the full vendor amount of \$1,550.00 is due March 30<sup>th</sup>, 2011.  
**NO EXCEPTIONS**
3. Proof of insurance must be submitted to the office upon receipt of deposit.
4. All participating food vendors will be required to provide up to but not exceeding \$125.00 worth of complimentary meals/menu items to AIA staff and security/law enforcement personnel per event.

**\*\*\*\*\*DISCLAIMER\*\*\*\*\***

I, \_\_\_\_\_ agree that the Africa In April Cultural Awareness Festival, Inc. nor the City of Memphis and Shelby County Government, shall not be held responsible for any loss, damage, injury, or liability to the named party, its staff, guests, customers and any other person using the premises under this agreement, or to their property for any cause or reason whatsoever.

To the fullest extent permitted by law, the above named party agrees to hold harmless the Africa In April Cultural Awareness Festival, Inc. nor the City of Memphis and Shelby County Government, its agents, and employees against any and all claims, suits, and demands, liabilities and damages, including attorney's fees and litigation costs, expenses, resulting from or arising in connection with, or incidental to, the above named party's use of the premises and/ or facilities, as described within.