



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

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

Honored Country: THE REPUBLIC OF MALI

Dear Concessionaire (s):

I am enclosing a Concessionaire Application for the 26 Annual Africa In April Cultural Awareness Festival, Inc., April 18 - 22, 2012 (Wednesday, Thursday, Friday, Saturday, & Sunday). **Please complete the enclosed application and return with your deposit of \$800.00 by March 16, 2012** to be considered for Africa In April Festival 2012 Applications received after the deadline will not be considered.

Africa In April Festival 2012 will take place at Robert R. Church Park, Beale at Fourth St., in the internationally famous Beale Street Historic District as follows:

Thursday: April 19, (Vendor's set up day)
Friday: April 20, 7:30am - 8:00pm
Saturday: April 21, 7:30am - 12:00am
Sunday: April 22, 9:00am - 7:00pm

Complete the enclosed application immediately and forward to the Africa In April office. Submitting your applications will not necessarily assure participation. Selected concessionaires will be based on available space, uniqueness, quality and prior experience. All decisions regarding participation **ARE FINAL**. Review the rules, regulations, and criteria carefully governing Africa In April Festival 2012.

If you have questions, contact Louis Martin III at (901).870.6626 or David L. Acey, Sr. O(901).947.2133, Fax (901).947.2414.

TERMS OF AGREEMENT

1. Location:

Beale Street at Robert R. Church Park, Downtown Memphis, Tennessee

2. Dates:

Vendor set up date is Thursday, April 19, 2012.

Friday, April 20, 2012 thru Sunday, April 22, 2012. Hours of operation: Friday and Saturday 7:30a.m. to 12midnight; Sunday 9:00am to 7:00pm.

3. Dr. Pepper/ Snapple Group Exclusive Rights:

Dr. Pepper/Snapple Group has been contracted as the exclusive soft drink beverage company for AIA Festival, Inc. 2012. All food vendors must purchase Dr. Pepper/ Snapple products from this company on site at the Africa in April Cultural Festival, Inc. No exceptions will be granted regarding this policy. Vendors not complying with this policy will not be allowed to participate in future AIA events.

4. Booth Rental:

- **Booth Fees are \$85.00 per foot (Front Footage).** 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 by **March 30, 2012.** If this payment is received, another vendor will be offered this space. **(NO EXCEPTIONS).**
- **No space shall be subleased to another vendor.**

5. Insurance:

Africa In April Concessionaires are required to 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 from your agent should name the Africa In April Cultural Awareness Festival, Inc., Shelby County, the City of Memphis and PDR Power Distributor** as additional insured. **Africa In April will need a copy of this Certificate on or before Monday, April 9, 2012.**

6. Permit/Taxes/Licenses:

- Vendors are responsible for all tax liability and licenses as required by the City of Memphis, Shelby County Government, and the State of Tennessee.
- **Concessionaires must obtain the necessary City of Memphis, Shelby County Health Permits, and Tax Licenses. Please call the Africa in April's office for specific details.**

7. Complimentary Meals:

- All food vendors are required to provide **\$200.00** worth of complimentary food/menu items during the Festival for security/law enforcement personnel.
- Food Vendors not complying with this assessment fee (\$200.00) will be required to pay the difference before the closing of the FESTIVAL (Sunday, 4-22-12).
- Redeemable food tickets will be distributed to staff and security/law enforcement during the festival. **NO EXCEPTIONS.**

8. Menu Display:

All participating food vendors must display professional 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 items, brands, portions, and sizes that may be sold by vendors.

9. 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 permitted without written permission from Africa In April.
- All food vendors interested in participating in the 2012 Africa In April Cultural Awareness Festival, Inc. **MUST** submit a completed applications form, a proposed priced menu and a current photograph or layout of their site 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 clean thoroughly their assigned space, dispose of trash, and prepare their site for final / closing inspection.

Cashier’s Check or Money Order Should be Payable to:
David L. Acey, Sr. /Africa In April
P.O. Box 111261
Memphis, Tennessee 38111

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

Date: _____

Vendor’s Signature _____

Date: _____

2012 AFRICA IN APRIL CULTURAL AWARENESS FESTIVAL, INC.
FOOD Vendor's 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 2012

IMPORTANT POINTS TO REMEMBER

Below is a list of important points that you should consider in order to participate in the AIA Festival 2012:

1. Completed applications are due by **March 18, 2012** in order to determine the number of participating Festival Vendors.
2. **When this application process has been completed and approved, the entire balance is due by April 1, 2012 (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 **\$200.00** worth of complimentary meals/menu items to security/law enforcement personnel per event.

Thanks for your participation and cooperation.

David L. Acey, Sr. Executive Director

Yvonne B. Acey, Associate Director

*******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.