



FOOD VENDOR APPLICATION 2024

Friday, August 30th : 11am – 11pm

Saturday, August 31st : 11am – 11pm

Sunday, September 1st : 11am – 11pm

Monday, September 2nd : 11am – 9:30pm

Arts, Beats & Eats is a nationally acclaimed cultural and family-themed four-day festival. The event, happening over Labor Day weekend is celebrating its 14th year in the vibrant downtown of Royal Oak. The event hosts a wide range of activities that appeals to art enthusiasts, young families, to groups of friends, music fans and foodies.

THE ARTS, THE BEATS & THE EATS

- **50 Local and Regional Restaurants!**
 - Eateries from fine to unique foods that celebrate the culture and diversity of Michigan's and the Midwest's food scene by selling their specialties dishes that show off the talents of their chefs.
- **120 juried Fine Arts Exhibitors from across North America!**
 - Arts, Beats & Eats has consistently been ranked among the nation's top 50 juried art fairs nationally by trade publications such as *Art Fair Sourcebook* and by *Sunshine Magazine*.
- **Nine Entertainment Stages!**
 - Festival stages feature over 150 national, regional, and local acts playing rock, rhythm & blues, alternative, jazz, country, classical, children's entertainment and many other musical styles.

BENEFITS OF PARTICIPATION

- Earn revenue – sell your food items to more than 300,000 projected guests in one of the highest *per capita* spending markets in the country.
- Marketing – generate awareness of your restaurant and drive traffic into your restaurant long after the festival is over. Marketing opportunities include: the option to distribute promotional materials from your booth (*i.e.*, coupons, giveaways, *etc.*), the chance to make live TV and radio appearances, and the opportunity to participate in media interviews.
- Giving back – In 2023 the festival raised \$389,000 for local Metro Detroit charities.

FOOD VENDOR CRITERIA

The Festival is known for its high quality and diversity in all areas, especially the Eats! Food vendors must meet the following criteria:

- Each applicant must be a year-round, fully licensed and insured food sales operation whose primary function is the preparation and sale of food for consumption on its permanent premises or off-site in legally-recognized and commercially-zoned locations.
- Catering companies, licensed food trucks and other food operations with high volume event experience will be considered if their suggested menu items are deemed to be desirable and will enhance the festival's menu variety.
- Any applicant may be asked for a comprehensive sampling of menu offerings by the festival Food Committee and also may be asked for references from festivals or clients that have used applicant for larger scale events.
- An ABE representative will visit each new food vendor operation to judge for quality, service, and cleanliness.
- Special consideration will be given to Royal Oak-based restaurants and returning food vendors.
- Applicants must be flexible in their choices of menu items for the festival. The festival will allow only certain items to be duplicated.

- Proof of ownership is required. Please do not allow someone to use your name for the weekend. Remember: this is your reputation in front of 400,000 people!

PARTICIPATION OPTIONS

- Washington Street: The festival's main food show
 - Large space: \$5,500
 - A 20' x 20' tented space (half is tented and used for prep/sales and half is open for cooking) or food trucks 20' or smaller
 - Small space: \$3,500
 - A 10' x 10' tented space (whole area is tented, cooking is not allowed)
- Center St & 4th: Center St is near the national stage, 4th is a main entrance to the event and features 2 stages
 - Large space: \$4,000
 - Food trucks 25' or smaller
 - Small space: \$3,000
 - A 10' x 10' tented space (whole area is tented, cooking is not allowed)
- Food trucks TBD based on size and location.

Vendor Fee is subject to change based on previous vendor sales records
Fees for first year participants may be adjusted on projected sales.

ARTS, BEATS & EATS PROVIDES

- Tent – one 10' x 20' or 10' x 10' tent provided and installed by the festival.
- White fencing for cooking area (only provided for 20' x 20' spaces).
- Tables – three (3) eight-foot prep/serving tables.
- One (1) overhead sign listing all menu items, prices, and the Vendor's name. (Signs remain property of the event).
- One (1) 20-amp/110-volt electrical circuit – additional power may be purchased through the generator contractor if necessary. General overhead lighting for the tent (one bulb) is also provided.
- One (1) event parking pass and two (2) site access passes.
- Food Vendor Orientation Meeting (REQUIRED FOR ALL PARTICIPANTS).
- General Services -- on-site electrical contractor, propane supplier, refrigerated trailer and ice supplier. The festival will act as liaison with the Health Division and Fire Department and will provide general consulting to help choose menu items, determine prices, lay out stands, plan staffing.

MENU PRICING

The concept behind the Arts Beats & Eats food show is to offer patrons the opportunity to try several different samples of the amazing cuisines we have to offer, rather than one large meal from a single food participant.

- Participants are limited to offering a maximum of 4 food items.
- Participants may sell both a "Taste Size" and "Full Size" of each menu item. However, festival requires 3 of the 4 food items be offered in "Taste Sizes" with each priced between \$1-\$5 dollars. Only two of any "Full Size" items may be priced at \$5 or above, with the maximum price set at \$18 dollars.
- Participants with approved menus that are, by their nature, difficult to serve in reduced portions, will be handled on a case-by-case basis to meet the "Taste" and "Full" sizing requirements.

RULES & REGULATIONS

- Participants may not sell beverages of any kind.
- Participants may not sell novelty items in their Arts, Beats & Eats' booths (*i.e.*, T-shirts, *etc.*).
- Participants must adhere to deadlines for submitting applications, paperwork, and fee payments. Failure to meet deadlines will result in the disqualification of a participant from the 2023 Arts, Beats & Eats.
- Participants and their employees must maintain the highest degree of cleanliness and professionalism in their booths and on the Arts, Beats & Eats grounds at all times.
- Participants are responsible for providing any and all necessary equipment for their operations. All equipment must meet Oakland County and State of Michigan, safety and health standards.
- Booth locations will be assigned by Festival Management to ensure a variety of menu choices at different locations within the festival. Festival Management reserves the right to make menu item and price changes in order to create the best possible menu mix and value for our customers.
- Participants must be open all hours and days of the Festival.

- We ask that you make every effort to participate in these pre-event promotions prior to Arts, Beats & Eats when invited.



2024 ARTS, BEATS & EATS FOOD VENDOR APPLICATION

Food Operation Name: _____

Type of Food/Cuisine: _____

(i.e., Mexican, Chinese, etc.)

Primary Contact Name: _____

Phone: () _____ Fax: () _____

Cell: () _____ Email: _____

Secondary Contact Name: _____

Phone: () _____ Fax: () _____

Cell: () _____ Email: _____

Company/Restaurant Address: _____

City: _____ State & Zip: _____

Phone: () _____ Fax: () _____

Email: _____ Website: _____

I certify that I have read the Application for Arts, Beats & Eats and the accompanying information in its entirety. I hereby agree that if my Application is accepted for participation, I will abide by all Rules, Regulations, and Requirements. I understand that failure to do so will result in disqualification from participation in Arts, Beats & Eats and forfeiture of all paid monies. Due to the nature of this event, it is further understood that the booth fees are non-refundable after Festival acceptance, even if my company drops out before the event begins.

Signature of Owner/Corporation Officer _____ Date: _____

Name (print): _____ Title: _____

**2024 ARTS, BEATS & EATS
FOOD VENDOR APPLICATION – PAGE 2**

Please indicate your desired menu below. Please see above section on menu pricing.

MENU ITEM	Taste	Full
Ex: Chicken Wings	\$4	\$7
1.		
2.		
3.		
4.		
Alternate:		

*Applicants must provide an alternate menu item, even if not serving the maximum four items.

Locations: (check preferred location)

Washington Avenue
 Large Space: \$5,500 20' x 20' tent or Food Truck 20' or less
 Small Space, 10' x 10' tent: \$4,500

Center Street or 4th St.
 Large Space: \$4,000
 Small Space, 10' x 10' tent: \$3,000
 Food truck: price TBD based on size and location

** fees for multi-chain restaurants may be higher*

MAKE SURE TO INCLUDE ALL OF THE FOLLOWING:

- COMPLETED APPLICATION
- 50% OF THE BOOTH FEE
- (CHECK MADE OUT TO: ARTS, BEATS & EATS)
- \$25 APPLICATION FEE (*FOR NEW APPLICANTS ONLY*)
- PROOF OF OWNERSHIP
- PHOTOCOPY OF CURRENT HEALTH LICENSE
- PHOTOCOPY OF CURRENT TAX LICENSE
- CURRENT MENU

APPLICATION DEADLINE: July 1st, 2024

Mail application packet to:
 Arts, Beats & Eats
 301 West 4th St, Suite 440
 Royal Oak MI 48067
 Attn: Mike Simon