

# VENDOR PACKAGE



September 16, 2024

# You're invited . . .

- » **Monday, September 16, 2024 | 5-9pm | City of Rochester Public Market  
280 North Union Street, Rochester, NY 14609**
- » **The Foodlink Festival of Food is the largest independent tasting event in the Finger Lakes region**, with dozens of restaurants, wineries, breweries, caterers, specialty food purveyors, and bakeries in attendance.
- » **100% of proceeds benefit Foodlink**, the regional food bank serving the Rochester area for 45 years.
- » **Go local! Only locally owned and operated establishments** can participate.
- » **Over 1,000 people are expected to attend** — all potential customers for your business!
- » The Foodlink Festival of Food is held in the **unique setting of one of the oldest markets in New York State** — the City of Rochester Public Market.
- » There will be a Best Taste contest for each food category with **cash prizes**.
- » **Did you know:** Over 200,000 people utilize Foodlink's programs and services each year. Revenue generated from this event supports Foodlink's mission to end hunger and build healthier communities.

*“Just want to say thank you again for inviting us to such a great event! It has opened up so many doors for us and has allowed our sauce to be in so many homes!”*

—Freddy Gonzalez, Disrespectful Sauce





# We make it easy for you

There is **NO Vendor Registration Fee** — your participation is all we ask!

## Contact:

Foodlink, 2011 Mt Read Blvd., Rochester, NY 14615  
585.328.3380 | [FoodlinkNY.org](http://FoodlinkNY.org)

## Primary Contact:

Allysha Serenati | 585.413.4072 | [arusso@foodlinkny.org](mailto:arusso@foodlinkny.org)

## Event hours:

**Set Up:** 2-5pm | **Open:** 5-9pm | **Clean Up:** 9-10pm

## We provide:

- » 10' x 10' vendor space, parking for one vehicle
- » Two 8' tables and electrical outlets **as requested**
- » Tasting plate, wine glass, and napkins for attendees
- » One hand-wash station for every two vendors.
- » Ice
- » Table linen **upon request**
- » Festival advertising and promotional opportunities
- » **2 tasting plates and glasses will be provided per vendor**
- » **Cash prizes for Best Taste award winners!**

## You bring:

- » At least 1,000 samples of any variety for attendees to taste — be unique! Show off what makes you stand out!
- » An 80-word description of your company and a high-resolution color logo for advertising
- » Liability insurance with Foodlink listed as additionally insured
- » Fire extinguisher, power cords, serving utensils, and eating utensils
- » Vendors are responsible for cleaning up their space at 9 pm, once the event has ended
- » **Vendors are limited to 4 assistants during the festival**
- » Optional: Provide us a coupon or discount we can offer to guests to use at your establishment in the future

*Continued on next page*



*Vendor information continued*

**Health Permit requirements for Festival of Food (food vendors only)**

- » Foodlink will cover the cost of the Monroe County Temporary Food Vendor Permit for your booth. (\$55 value)
- » **Requirements for your health permit:** You must provide a description of the food or drink you are sampling, copy of a ServeSafe, L1 or L2 certificate, and copies of your C-105.2 (workers' comp) and DB-120.1 (disability) forms.
- » There must be one Certified Food Worker for every vendor handling food. A limited number of L2 certified volunteers will be available.

**Vendor Tax ID:**

- » **If you choose to sell products for off-site consumption, those product sales must be IN ADDITION TO your complimentary samples.** You must also submit a copy of your Tax ID with your application. Your Tax ID must be prominently displayed during the Festival.

**REGISTRATION DEADLINE:**

- » **Friday, 8/23/24**

*We had a great experience!  
We were received very well and it was nice to see familiar faces and new ones.  
Thanks to everyone for all your hard work on a successful event!*

# FAQs

**Q: What should I provide?**

**A:** All participants are required to provide at least 1,000 samples of their products. The variety of your samples is up to you — we recommend bringing something unique that shows off what makes you stand out!

**Q: How can I help if I cannot attend?**

**A:** If you cannot attend, please consider donating a gift certificate or product for the raffle, or becoming an event sponsor.

**Q: May I sell products at the Festival of Food?**

**A:** Yes! You may sell products for off-site consumption only. Gift Certificates can also be sold. In order to sell products, you must submit a copy of your Tax ID with your application.

**Q: Do I need insurance?**

**A:** Yes, we require that you extend your coverage to cover your participation in the Festival of Food.

**Q: How can I maximize my return on the event?**

**A:** Vendors are encouraged to be creative with their participation; ideas include:

- » Publicize the event to your customers and post a sign to promote the event (Festival promotional materials will be available closer to the event).
- » Create a unique display at the Festival to attract people to your booth.

**Q: Will the Festival of Food be held outside?**

**A:** Yes! The Festival will be held under the City of Rochester Public Market pavilions, rain or shine.

**Q: How will profits from the Festival of Food be used?**

**A:** All proceeds benefit Foodlink, the regional food bank serving our community for the past 45 years.

**Q: How will the Festival of Food be promoted?**

**A:** The Festival will be promoted through newspaper, radio, and television advertisements, at the City of Rochester Public Market and online through social media and other outlets. Additional promotion will be provided by sponsors and vendors.

**Q: Where are tickets on sale?**

**A:** Tickets are on sale online at [FoodlinkNY.org/FOF24](http://FoodlinkNY.org/FOF24)



*It was awesome! We had so much fun at this event, it was for a great cause, and we got a lot of exposure!*

# 2024 Vendor Application



## Vendor Contact Information

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Primary phone number: \_\_\_\_\_ Secondary phone number: \_\_\_\_\_  
Company website: \_\_\_\_\_  
Email: \_\_\_\_\_

## Vendor Event Needs/Information\*

Do you need electricity?:  Yes  No      Do you need table linen?:  Yes  No  
Any special requests: \_\_\_\_\_  
\_\_\_\_\_  
Food(s) you plan on preparing — Show off what makes you unique!: \_\_\_\_\_  
\_\_\_\_\_

\* If there are too many vendors provided the same types of food we may ask you to change your selection.

## Vendor Type

Restaurant/Caterer       Winery/Brewery       Non-Alcoholic Beverage      **Circle one.** Are you a  
 Food Truck       Bakery/Desserts       Specialty Food Producer      MWBE, BOB, WBE  
 Farm      or MBE business?

## Food Vendor Checklist

Complete this application     Insurance certificate     ServSafe: L1, L2 certificates     IC-105.2 Workers Comp form\*  
 DB-120 Disability form     Tax ID if selling prepackaged product for off-site consumption  
 Vector color logo (Adobe Illustrator-based .eps, .pdf)

\*A exemption form (CE-200) for Workers Comp & Disability can be obtained on NYS website. (Please ask if you need a link.)

## Beverage Vendor Checklist

Complete this application     Insurance certificate     Tax ID if selling prepackaged product for off-site consumption  
 Vector color logo (Adobe Illustrator-based .eps, .pdf)

**ALL APPLICATIONS ARE DUE FRIDAY, 8/23/24**

**Email completed forms to: [arusso@foodlinkny.org](mailto:arusso@foodlinkny.org)**

**Mail completed forms to:** Foodlink, Attn: Allysha Serenati, 2011 Mt. Read Blvd., Rochester, NY 14615

Please email a color vector logo and 80-word company description for advertising purposes to [arusso@foodlinkny.org](mailto:arusso@foodlinkny.org)

## Release and Indemnification Certificate

In consideration of being permitted to use certain facilities owned by the City of Rochester, located at 280 N. Union Street, Rochester, NY, I, and my guests, hereby release said City of Rochester, Foodlink, officers, employees, agents of servants from any and all liability, loss, attorney's fees, or other expenses whatsoever, resulting from personal injury, including death, or property damage or loss to myself or my guests arising out of the use of such facilities on the dates specified above, unless the injury results from the gross negligence of the city of Rochester. I hereby further agree to indemnify and to save harmless said city of Rochester, Foodlink, and any and all liability, loss, attorney's fees or other expense incurred by the City of Rochester, Foodlink which arise as a result of my use or the use of my guests of the facilities unless such liability or expense results solely from the negligence of the City of Rochester. The release shall apply to my use of the aforesaid facilities on the dates as specified above.

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