



2008 • Vendor Information Kit

What is Angelfest?

Wolverine Harley-Davidson's second annual Angelfest brings motorcycles, music and munchies together to benefit Macomb County's abused and neglected children. Held in conjunction with the Department of Human Services, this event expects to draw attendees from across the metro Detroit area. The event will be held on Sunday, September 14th, 2008 from 12 pm-6pm. To make this event a success, we are looking for local restaurants, caterers and vendors to donate their food and time.

Why get involved in Angelfest?

In addition to being a great way to help raise money for area children in need, your participation in Angelfest is a wonderful way to gain exposure for your establishment in the local community. Over 500 attendees are expected to attend this event and have the opportunity to sample your food.

What is provided by Angelfest?

Each vendor will be provided the following:

- (1) Tented setup and serving area
- (2) banquet tables with plastic table covering
- (2) folding chairs
- Plates, napkins and plastic ware
- Tabletop signage displaying vendor name and menu item(s)
- (1) cardboard trash receptacle from Waste Management
- Promotional advertising
- Access to electrical power
- Access to potable water
- (2) vendor wristbands to participate in tasting

What is not provided by Angelfest?

The following items are the individual responsibility of each vendor:

- Ice/refrigeration
- Grounded, heavy-duty extension cords (if utilizing electricity)
- Serving staff
- Water containers
- Specialty serving containers

Event Promotion

Prior to the event: *Angelfest* will be advertised and promoted throughout metro Detroit, namely within Macomb County. The distribution of press releases through local media outlets will be handled by a media specialist, and event flyers will be mailed to the homes of over 27,000 of Wolverine Harley-Davidson's customers. Collateral website advertising will occur, including multiple email blasts to over 5,500 individuals. Vendors are encouraged to promote this event in their facilities and will be provided with the event flyer for distribution. All vendors are eligible for logo inclusion on the event flyer. Electronic logo files must be submitted NO LATER THAN JULY 1, 2008 to be included on the flyer, and must comply with the following standards:

- Resolution of 300 dpi or higher (NOT a scanned image)
- .jpg, .gif, .tif format
- emailed to **marketing@wolverinehd.com**

At the event: Vendors may distribute items and literature about their establishment i.e. menus, brochures, coupons, etc. to market their businesses. Additionally, vendors may bring any signage or banners identifying their establishment to display at their table, but are responsible for the setup and takedown of these materials.

Vendor Requirements

- All vendors participating in *Angelfest* are doing so on a volunteer basis. There is no fee to participate in this event. Vendors will not sell food for profit.
- Vendors should come prepared with food to give out as SAMPLES to approximately 500-600 people.
- Only pre-approved food items may be distributed.

- Vendors are responsible for the setup, serving, breakdown, and cleanup of their areas and must provide adequate staff in order to do so.
- The highest degree of cleanliness must be maintained at all times.
- Vendors must supply all food service equipment required to operate their booths, and are required to utilize equipment that meets sanitation and safety standards.
- The majority of food preparation must take place at the restaurant's normal place of business, with the food 'finished' onsite.
- Any vendor cooking (using gas or charcoal) onsite must apply for a permit through Macomb County. As this is a nonprofit event, the permit fee of \$52.00 will be waived. Proof of permit must be supplied to *Angelfest* organizers no later than 10 days prior to the event.
- Restaurants may not extend past the boundaries of their designated booth space.
- Potable water will be available from an exterior source. Vendors must provide their own containers to carry water back to their booth. Sanitation stations will be available for hand washing.
- Restaurants will be required to comply with all rules and regulations set by Macomb County and the Clinton Township Fire Department for participating in the event.
- Restaurants assume full responsibility for any damages to equipment provided by *Angelfest* contractors.
- Site access is available beginning at 9:00 am. *Angelfest* will be held in the field to the south of Wolverine Harley-Davidson (located at 44660 N. Gratiot Avenue, Clinton Twp., MI 48036). Delivery vehicles must be offsite by 11:00 am. *Angelfest* will begin food service promptly at 12:00 pm, so please plan accordingly. A map detailing event setup and parking arrangements will be provided. Vendor staff is required to park in the designated staff parking areas.
- Vendors are responsible for the timely breakdown of their food service areas at the completion of the day. Vendors are responsible for the removal of their equipment from Wolverine Harley-Davidson's premises by 7:00 pm.

PLEASE PRINT CLEARLY

Vendor Name _____
(as you would like it to be listed on the flyer)

Vendor Contact Person _____

Address _____

Phone () _____ Fax () _____

Email Address _____

In-kind menu donation:

Please describe in detail what type of food/beverage item(s) are being donated and the approximate value of the donation:

Example:

- Individual samples of Pasta Primavera and Eggplant Parmesan for 500 people- \$750.00.
- 2 Staff to set up and serve at event- \$175.00.)

*Please note: food choice preference will be given on a first come, first served basis.

Do you require electricity? Yes No
Will you be cooking onsite? Yes No

I have read and understand the above guidelines.

Authorized Signature

Date

To confirm your attendance and contribution, please email your logo to **marketing@wolverinehd.com** and complete and mail or fax (586) 412-5099 this form by July1, 2008 to:

Macomb County DHS Angelfest Event
ATTN: Karen Urquhart, Community Resource Coordinator
19700 Hall Road Suite A
Clinton Township MI 48038-1478

On behalf of Wolverine Harley-Davidson and the Macomb County Department of Human Services, thank you for helping to make this event a success!
Macomb County DHS is a qualified organization under the governmental group category and meets criteria for deductible donations under the Federal IRS guidelines.