



Tama-Toledo RAGBRAI - July 27, 2023

# Vendor Booth Information & Guidelines

Thank you for your interest in being a vendor for RAGBRAI. This information is designed to answer some of your questions and assist you in filling out the application. We are excited about RAGBRAI coming to Tama-Toledo on Thursday, July 27, 2023. We are anticipating over 35,000 RAGBRAI participants and support people to spend the night. It is our job to welcome everyone to our community and feed them well! This is not a small job and we need the help of many organizations and businesses.

We want every organization and business to be successful, which in turn will make RAGBRAI a success for the whole community.

**Fees:** There will be a fee of \$300 for any non-profit organization that wants to be food or non-food vendor in Tama-Toledo who are not on their own site. For-profit/commercial vendors will be charged \$600. **A business or entity who sells food or items within their normal operations does not require a vendor fee, however if you expand outside your normal operations, such as into your parking lot or street, a vendor fee will apply.** These fees will be required before any organization will be permitted to be a RAGBRAI vendor.

With the payment of the vendor fee, vendors will receive a listing in an informational event map available to RAGBRAI participants in Des Moines on the previous night, as well as upon arrival in Tama-Toledo. All official RAGBRAI vendors will be featured on official tabloid maps, listed in various publicity before and during the event. If a vendor fee is not required, but you want to be listed in any advertising, please fill out the advertising form and fee.

**Acceptance:** The Tama-Toledo RAGBRAI Committee reserves the right to deny any application based on need, space availability, and/or vendor intent.

**Pricing:** It will be up to each vendor to set their own prices in even dollar increments. It is recommended by RAGBRAI to have a discount for registered riders and support personnel wearing wristbands. For example, free water/ drink or a \$1.00 off the meal or free dessert.

**Food Service & License Guide:** Please read the Iowa Department of Inspections and Appeals 2023 RAGBRAI FOOD SERVICE AND LICENSE GUIDE. All vendors selling food will be required to have their own hand sanitation station.

**Food Safety and Temporary Permit:** A person issued a commercial or non-profit food booth permit shall comply with the Iowa Department of Inspections rules and regulations, including obtaining appropriate permits, pertaining to the sale and dispensing of food for consumption on its premises.

**If a temporary license must be obtained, applications must be received directly by the Iowa Department of Inspections at least 30 days in advance.**

**If a business expands outside their normal operations into a city street or property that is not owned by their business, a temporary food license must be obtained. And you will need to pay the vendor fee.**

**Insurance:** All vendors will need to provide proof of liability insurance, a copy of which must be included with your application.

**Hours on Thursday, July 27:** Most of the support vehicles will arrive between 8am- noon. The majority of riders will arrive between the hours of 2- 6 pm. Most meals will be served between 4-8pm.

**Hours on Friday, July 28:** Breakfast is recommended to start by 4:30am to about 9:00am. We will work with each vendor on hours of operation.

**Location:** All vendors that will be in Toledo Heights Park (Heritage Circle & Ross Street in Toledo, Iowa) will be provided a 20'x20' space. Most vendor spots will be on grass. See vendor form for details. Vendors are responsible for bringing all their own set up materials. Tents will not be provided. **Alcohol sales in Toledo Heights Park will ONLY be permitted by the Tama-Toledo Chamber.**

**Exact Locations:** To Be Announced

**Electricity:** There is an additional form and fee of \$100 for standard electrical needs per site space at Toledo Heights Park. To accommodate this, you must list your electrical needs and uses on your Electricity Form. You will also need to bring extension cords as those will not be supplied if needed.

**Clean- up:** Vendors will be expected to have their areas as clean when they leave as when they arrived. A \$100 clean-up deposit is required and will be returned upon inspection and upon departure. All deposits will be mailed.

**Signage:** Each vendor will receive an: "Official RAGBRAI Vendor" poster, which should be posted in a visible location in their booth. Additionally, churches and other serving establishments should post signs listing their menus and prices to draw in those who are walking or riding bicycles and not using the shuttle service. A sandwich board sign with menus posted is recommended at the main bus pick-up location. Please make sure to post a sign if you are out of food.

**When making signs to advertise your location you cannot use RAGBRAI in your signage. You can use "Welcome Riders".**

**Advertising:** If the vendor fees do NOT apply to your situation, but you want to make sure your location is being advertised that day, there is an advertising fee that applies. See the Advertising form.

**\*\*Reminder: You cannot use the name RAGBRAI in your advertising\*\***

**Late Fee:** Any applications submitted after June 1, 2023 will incur a late fee of \$250.

**Violations:** Selling or supplying food or merchandise to the public at a location other than your regular established place of business without a Tama or Toledo Commercial/Non-Profit Food Booth or Tama or Toledo Commercial/Non-Profit Non-Food Booth Permit on July 27, 2023 or July 28, 2023 when such a permit is required, is a violation. The RAGBRAI Committee at its sole discretion could issue a permit, subject to receipt of booth fee, regular late fee, and an additional late fee of \$1,000.

**Questions? Contact:** [tamatoledovendors@gmail.com](mailto:tamatoledovendors@gmail.com)

**Tama-Toledo RAGBRAI - 2023**

# **Food & Vendor Application**

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**Thank you for your interest in being a vendor at RAGBRAI on July 27-28, 2023 in Tama-Toledo!**

**Type of business:**  **Non-profit** (\$300 fee + \$100 Deposit)  **For Profit/Commercial** (\$600 fee + \$100 Deposit)

Name (to use in publicity): \_\_\_\_\_

Mailing Address/City/State/Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Business Web Address: \_\_\_\_\_

State Sales Tax Permit #, Fed ID # or SS # \_\_\_\_\_

**Electric Service Needed:**  **Yes**  **No** (if yes, include electrical request form & payment with application)

Will you be bringing your own generator? \_\_\_\_\_

**Will you be operating on your own property?**  **Yes**  **No**

**Sites are approximately 20' x 20'.** How many sites will you need? \_\_\_\_\_

**Will you need additional sites?**  **Yes**  **No** **If yes, how many?** \_\_\_\_\_

(There is a fee of \$200 per additional site beyond your initial 20'x 20' space)

**Are you a food truck?**  **Yes**  **No** If so are you licensed in Iowa? \_\_\_\_\_

**Product:** Please list the types of food, beverages and/or goods you plan to sell. If you plan to serve a meal or more than three items, attach a separate sheet with menu and prices with and without a RAGBRAI wristband.

Type of item \_\_\_\_\_ Wristband price \$ \_\_\_\_\_ No Wristband price \$ \_\_\_\_\_

Type of item \_\_\_\_\_ Wristband price \$ \_\_\_\_\_ No Wristband price \$ \_\_\_\_\_

Type of item \_\_\_\_\_ Wristband price \$ \_\_\_\_\_ No Wristband price \$ \_\_\_\_\_

**If you are serving food, approximately how many meals do you plan to serve?** \_\_\_\_\_

**Will you be serving alcohol?** \_\_\_\_\_

**Will you be serving breakfast the next morning, July 28?** \_\_\_\_\_

**Will you need to purchase ice from us?**  **Yes**  **No** If yes, how much? \_\_\_\_\_ lbs

**Hazardous materials at your site** (gas, propane, cleaning materials) \_\_\_\_\_

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**Application & Payment deadline is June 1, 2023.** A late fee of \$250 will be assessed for late applications.

Your application cannot be processed unless the vendor application, electrical service request form and the Temporary Food Service Establishment License Application are completely filled out and all fees and proof of liability are received.

Please mail to: **Tama-Toledo Chamber, ATTN: Michelle Evans, PO Box 367, Toledo, IA 52342**

**Applicant Signature:** \_\_\_\_\_

**What's Next**

Once materials are received and your application is reviewed and processed, you will receive an email or phone call from the vendor committee notifying you if you are approved.

You will be contacted in July regarding the location of your vendor spot, the time you may arrive to set up, and to answer any questions you may have. Any questions, contact: [tamatoledovendors@gmail.com](mailto:tamatoledovendors@gmail.com)

Tama-Toledo RAGBRAI - 2023

# Electrical Service Request

Contact Person: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Vendor or Committee Name: \_\_\_\_\_

Mailing Address/City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**Electricity Fee is \$100 per 20 x 20' site space.**

Primary need for electricity:

	Quantity of outlets
<input type="checkbox"/> LIGHTING	_____
<input type="checkbox"/> REFRIGERATION	_____
<input type="checkbox"/> COFFEE MAKER	_____
<input type="checkbox"/> FOUNTAIN POP MACHINE	_____
<input type="checkbox"/> ROASTER	_____
<input type="checkbox"/> CROCK POT	_____
<input type="checkbox"/> FRYING PAN	_____
<input type="checkbox"/> OTHER (please list)	_____
_____	_____
_____	_____

**APPROXIMATE # OF OUTLETS** \_\_\_\_\_

**Total Amount Due:** \_\_\_\_\_

List of any other items needed/specific requests:

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All items are limited to 120V regular current.

A restriction of available outlets for each request may be necessary due to total available power.

**Return this form and payment by June 1 to:**

Tama-Toledo Chamber of Commerce, ATTN: Michelle Evans - PO Box 367, Toledo, IA 52342

Any questions, email: [tamatoledovendors@gmail.com](mailto:tamatoledovendors@gmail.com)



## Tama-Toledo RAGBRAI - 2023

# Advertising Only Form

If a vendor fee does not apply to your situation and you want to advertise your business or what you are selling for RAGBRAI 2023, there will be a fee of **\$200 (non-profit)** or **\$400 (for profit)** in order to be promoted on the Tama Toledo RAGBRAI website, through social media and on the event map.

**NOTE: You cannot use RAGBRAI's name in or on anything that you sell.**

Contact Person: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

**Total Amount Due:** \_\_\_\_\_ Non Profit (\$200) \_\_\_\_\_ For Profit (\$400)

List a brief summary about your business and what you are selling. This content might be used in advertising. Advertising decisions are subject to the approval of the Tama Toledo Chamber - RAGBRAI marketing committee.

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### Return this form and payment by June 1 to:

Tama-Toledo Chamber of Commerce, ATTN: Michelle Evans - PO Box 367, Toledo, IA 52342

And email your logo file (.eps preferred) to: [tamatoledovendors@gmail.com](mailto:tamatoledovendors@gmail.com)

NOTE: include your business name and word "logo" in the subject line of your email.

# Vendor Application Checklist

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Please make sure you include all of the following items in your vendor request:

- Vendor Application Form
- Vendor Application Fee
- Additional Sheets Required for Menu/Items Sold (if applicable)
- Electrical Request Form (if applicable)
- Electrical Fee (if applicable)
- If a temporary food license is required, make sure you apply directly with the Iowa Department of Inspections more than 30 days prior to the event
- Proof of liability Insurance
- Clean up deposit (\$100)
- Advertising Form (if applicable)
- Advertising Fee (if applicable)
- Late fee (if applicable)

Vendor application fee \$\_\_\_\_\_

Additional space fee (if applicable) \$\_\_\_\_\_

Electrical fee (if applicable) \$\_\_\_\_\_

Cleanup deposit \$ 100 \_\_\_\_\_

Advertising Fee (if applicable) \$\_\_\_\_\_

Late fee (if applicable) \$\_\_\_\_\_

**Total due** \_\_\_\_\_

**Please make checks out to:** Tama-Toledo Chamber of Commerce

**Mail to:** Tama-Toledo Chamber of Commerce, ATTN: Michelle Evans, PO Box 367, Toledo, IA 52342

**Questions, contact:** [tamatoledovendors@gmail.com](mailto:tamatoledovendors@gmail.com)