

2024 SOUTHERN DELAWARE WINE, FOOD, & MUSIC FESTIVAL® (sodel fest®) GENERAL FACTS & VENDOR AGREEMENTS

Since 2015, the **Southern Delaware Wine, Food, & Music Festival**, hosted by Creative Coastal Connections Corp., has brought thousands of individuals together to celebrate the culinary excellence, brilliant artisans, and passionate community of Delaware's beloved beach coast. Plus, we've proudly raised over \$260,000 to support non-profits in our community!

Event Date: Saturday, October 5th, 2024

Event Time: 12pm to 3:30pm

Location: NEW for 2024!! Schellville, Rehoboth Beach, DE

YOUR POINT OF CONTACT:

Stacy LaMotta

Festival Founder & Director

stacy@sodelfest.com

302-245-4262

APPLICATIONS & ACCEPTANCE

By participating in the festival, you become a valued partner - and by definition partners work together to ensure mutual success. To achieve this, we ask that you:

- Get your application in ASAP because space is limited and first come, first served!
- Submit your non-refundable vendor fee.
- Understand and comply with all of the festival's vendor agreements, terms and conditions
- Submit ALL of your required paperwork on time!
- Communicate with the Festival Director in a timely manner
- Promote the event along with us!

CULINARY PARTNER VENDOR FEES:

Applications are not considered until vendor fees have been received. Vendor fees are non-refundable for any reason.

- \$50 for a standard 10'x10' space (includes 2 tables + linens)
- \$75 for a standard 10'x10" space with electric - VERY LIMITED!
- \$100 for a double 20'x10' space (includes 4 tables + linens)
- \$150 for a double 20'x10 space with electric - VERY LIMITED

EVENT DAY AUDIENCE:

500+ passionate foodies, wine connoisseurs, and cocktail enthusiasts who are

- Super excited to meet you.
- Want to learn about your offerings and taste your samples.
- Sure to become your loyal consumers ongoing!

PRE-EVENT PROMOTIONS:

An expansive, multi-state, multi-channel marketing campaign that will include at minimum:

- Your name, logo, and hyperlink on the festival webpage
- Print ads with your logo
- Posters, flyers, and postcards with your logo
- Social Media promotions with your logo and tags
- Multiple opportunities for additional exposure

ARRIVAL & SET UP:

- Set-up will begin at 10:00am.
- Vendors must be unloaded and in their space by 10:30am
- Vendors are expected to be fully prepared to greet and serve guests by 11:45am.
- You are encouraged to bring your own branded linens, signage, decorations, and other special touches to make your space stand out and truly represent you!
- Bring ALL the supplies, utensils, tools, or otherwise to serve your samples.
- Come with your tastings/samples fully prepared and ready to serve.

VENDOR STATIONS:

- Every vendor will have a 10'x10' space in a high-traffic location within the festival.
- Vendors are required to keep their set-up and displays within the confines of their marked space. Please be respectful to your fellow partners near you.
- Those wishing for a larger space have the option to double their space up to 20'x10'.
- Each space comes with 2 tables + linens (double spaces will have 4 tables + linens).
- Vendors have the option (and are strongly encouraged) to bring their own pop-up tents.
- We'll provide a Logo menu display sign at your station.
- Volunteers will be available before, during, and after the event to help with set-up, day of runners, and clean-up.

ELECTRICITY:

- Electricity can be requested but is NOT guaranteed.
- Note that requesting power limits where we can place you on the map.
- All on-site electric is first come, first served.
- If you have special electrical needs, please contact Stacy LaMotta at stacy@sodelfest.com

ICE / COLD STORAGE / HEATING:

- We do NOT provide ice and we do NOT have cold storage space available.
- Partners must bring whatever they require to keep your samples hot/cold.

SAMPLES & TASTINGS:

- Provide samples/tastings for no less than 500 people.
- Restaurants & Specialty food plates should be 3 to 4 forkfuls at minimum.
- Beverage pours should be 2oz to 3oz. Shots are STRONGLY prohibited.
- Come with your samples/tastings fully prepared and ready to serve.
- Garnish and final touches are allowed on-site.
- Do NOT serve persons who are over-bevereged. Immediately notify festival management.

HEALTH / ENVIRONMENTAL PROCEDURES & REQUIREMENTS:

- Restaurants MUST complete and submit a Temporary Food Establishment permit (TFE)
- Restaurants MUST complete and submit a Certificate of Insurance (COI)
- All required forms can be found at sodelfest.com/vendors.
- All forms MUST be submitted to the Festival Director, Stacy LaMotta - stacy@sodelfest.com
- Failure to submit forms on time will result in exclusion from participation and all vendor fees are non-refundable for any reason.
- Vendors are REQUIRED to follow all Federal, State, County, and Town laws and guidelines.

STAFFING & STAFF TAGS:

- Staff tags are for those working at your station during the event and should be visibly worn.
- All staff must be 21+ years old.
- Vendors are expected to have adequate staffing at their space for the duration of the festival. Late arrivals and/or Early Closures are subject to penalties and future festival exclusion.
- Restaurants should have at least 2 staff (maximum of 3)
- Beverage distributors should have at least 1 staff (maximum of 2)
- Vendors who opt for double spaces will coordinate staff tags with the Festival Director
- There are no festival attendee tickets included with your station space.
- Vendors do have the option to purchase up to 4 festival attendee tickets at 50% off. Please contact the Festival Director for more information.

CANCELLATION / WEATHER POLICIES:

- The festival is a rain or shine event.
- If your participation becomes a hardship, please contact the Festival Director as soon as possible. We are creative and flexible - and may be able to help support your participation.
- If you must cancel your participation, cancellations **MUST** be submitted in writing to the Festival Director with the understanding that there are **NO** refunds of vendor fees for any reason.