

RESTAURANT PARTICIPATION

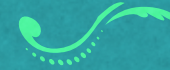


SALT RIVER FIELDS
SCOTTSDALE • AZ

SATURDAY / SUNDAY
★ OCT 15 & 16



OVERVIEW



COMING INTO ITS 7TH YEAR, THE **ARIZONA TACO FESTIVAL** NOW OCCUPIES A PERMANENT POSITION ON ARIZONA'S ANNUAL CALENDAR OF SIGNATURE EVENTS.

EVERY YEAR, FESTIVAL-GOERS FLOCK TO **SALT RIVER FIELDS** TO TASTE THE MOST DELICIOUS TACOS FROM THE VALLEY'S BEST RESTAURANTS AND FOOD TRUCKS.

IN 2015, THE ARIZONA TACO FESTIVAL BROKE RECORDS WITH 35,000 TACO LOVERS DEVOURING THEIR WAY THROUGH 125K TACOS AND OVER 35K MARGARITAS.

IN 2016, THE FESTIVAL WILL NOT ONLY EXPAND ITS FOOTPRINT TO ACCOMMODATE RISING ATTENDANCE, IT WILL FEATURE A MUSIC FESTIVAL TO FURTHER ENGAGE OUR AUDIENCE AND CREATE UNFORGETTABLE EXPERIENCES.

THE ONLY TACO FESTIVAL WITH A

\$10,000 PRIZE FUND!

SCORED BY THE NATIONAL TACO ASSOCIATION
COMPETITION CATEGORIES

MAIN

- ★ CHICKEN TACO
- ★ PORK TACO
- ★ BEEF TACO
- ★ SEAFOOD TACO

SIDE CART

- ★ NEATO MEATO TACO
- ★ SALSA
- ★ GAUCAMOLE
- ★ VEGGIE TACO
- ★ DESSERT TACO
- ★ BEST BOOTH DESIGN

COMPETITION DETAILS ONLINE: AZTACOFESTIVAL.COM



MARKETING OPPORTUNITIES



★ ARIZONA TACO FESTIVAL TEAM PARTICIPATION

As a team, your restaurant would have tent space to set up shop at the festival and serve \$2 tacos while competing for a \$10,000 prize fund. Further details on team participation are outlined on the FAQ page for review. All teams are included in a range of marketing efforts, including social media mentions, website listings, print ads, web ads, flyers & posters.

★ BARTENDER MARGARITA THROW-DOWN [MONTHLY] JULY - OCTOBER

This is a monthly margarita throw-down between 2 different mixologists taking place at Counter Intuitive in Scottsdale. Each throwdown will be judged by a panel of USBG leaders. All participating mixologists will then prepare their competition margarita on Sunday in the Margarita Tent at the festival for attendees to judge. The USBG choice winner and public winner will be publicized and receive cash and prizes from our tequila sponsor.

★ SPONSORSHIP

For restaurants looking to make a bigger impression, we have sponsorship options that offer additional marketing such as logo inclusion on festival marketing, as well as further integration into the festival itself, and a larger on-site footprint. For more details on available team sponsorship options, please inquire.

★ NATIONAL GUACAMOLE DAY BATTLE SEPTEMBER 16, 2016

The first ever Rock the Guac will be hosted by Hotel Valley Ho. We are looking for 10 great valley chefs to participate in the competition. Each chef will be asked to prepare 250 2oz portions of guacamole to serve the 250 attendees expected.

★ MARGARITA SPECIAL SEPTEMBER 20 - OCTOBER 20

We encourage all Taco Festival participants to offer a margarita special with our sponsoring tequila brand for the month leading up to the festival. We will promote all restaurants who are offering specials via social media and the festival website.



PARTICIPATION DEADLINES



BARTENDER MARGARITA THROW-DOWN

JUNE 1

GUACAMOLE BATTLE

JULY 1

MARGARITA SPECIAL

AUGUST 15

**ARIZONA TACO FESTIVAL TACO TEAM
COMPLETED ENTRY FORM & PAYMENT**

**BY MAY 31
BY AUGUST 31
AFTER AUGUST 31**

**1 DAY / WEEKEND
\$250 / \$450
\$300 / \$500
\$350 / \$550**

PROOF OF INSURANCE CERTIFICATE

SEPTEMBER 16

SRPMIC TEMPORARY HEALTH PERMIT APPLICATION

SEPTEMBER 16

PROPOSED MENU ITEMS SUBMITTED FOR APPROVAL

SEPTEMBER 16

SRPMIC BUSINESS LICENSE (TEMPORARY OR ANNUAL)

SEPTEMBER 16 \$25 TEMPORARY \$125 ANNUAL

LIST OF EQUIPMENT & POWER REQUIREMENTS

OCTOBER 1



2016 ENTRY FORM



— PAGE 1 —

BUSINESS NAME

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

CELL

EMAIL

EMAIL 2

ADDITIONAL EMAILS

HEAD CHEF

RELEASE

WAIVER OF LIABILITY: IN CONSIDERATION OF YOUR ACCEPTING THIS ENTRY, I THE UNDERSIGNED RECOGNIZE THAT ARIZONA TACO FESTIVAL, SALT RIVER FIELDS, AND ANY OF THEIR CO-SPONSORS INCLUDING OTHER ENTRIES, THEIR EMPLOYEES OR AGENTS ASSUME NO RESPONSIBILITY FOR MYSELF OR MEMBERS OF MY GROUP.

I WILL ASSUME ALL RISKS THAT ARISE FROM MY PARTICIPATION. I ALSO HEREBY WAIVE ANY CLAIMS AGAINST SALT RIVER FIELDS, ARIZONA TACO FESTIVAL, ITS CO-SPONSORS, THEIR DEPARTMENTS, OFFICERS, EMPLOYEES OR AGENTS FOR ANY INJURIES OR LOSS THAT ARISE FROM OUR PARTICIPATION. FURTHER, I GRANT FULL PERMISSION TO THE ARIZONA TACO FESTIVAL ORGANIZERS, PROMOTERS AND SPONSORS OR ANY AGENT AUTHORIZED BY THEM, TO USE ANY PHOTOGRAPHS, VIDEOS, RECORDINGS OR ANY OTHER RECORD OF THIS EVENT FOR ANY LEGITIMATE PURPOSE.

SIGNATURE

DATE

ENTRY FEES

MAIN

SINGLE DAY: \$300

BOTH DAYS: \$500

☐ SATURDAY 10/15 ONLY

☐ SUNDAY 10/16 ONLY

☐ BOTH DAYS 10/15 & 10/16

SIDE CART (OPTIONAL)

SINGLE DAY: \$50

BOTH DAYS: \$100

☐ SATURDAY 10/15 ONLY

☐ SUNDAY 10/16 ONLY

☐ BOTH DAYS 10/15 & 10/16

SAMPLE FOOD SALES: YOU MAY ONLY SELL TACOS, AND APPROVED SIDE ITEMS FOR \$2 EACH. YOU WILL RECEIVE \$1 FOR EACH SAMPLE SOLD. EACH SAMPLE IS VALUED AT \$2 (1 TOKEN). PLEASE INDICATE THE AMOUNT OF SAMPLES YOU ARE EQUIPPED TO SERVE EACH DAY. ON AVERAGE, RESTAURANTS SELL 1,000 SAMPLES PER DAY, AND WE REQUIRE A 1,000 SAMPLE MINIMUM PER DAY:

☐ 1,000—1,500 ☐ 1,500—2,000 ☐ 2,000—2,500 ☐ 3,000+

***\$50 LATE FEE MUST BE APPLIED AFTER AUGUST 31ST**

***\$100 DISCOUNT FOR FOOD TRUCKS
(TENT, TABLES, CHAIRS WILL NOT BE INCLUDED)**

TOTAL AMOUNT ENCLOSED: \$

MAKE CHECKS PAYABLE TO: AFFORDABLE FOOD FESTIVALS, LLC | MAIL APPLICATION & PAYMENT TO: 214 E. ROOSEVELT ST. PHOENIX, AZ 85004

COMPLETED ENTRY FORM & PAYMENT MUST BE RECEIVED BY AUGUST 31ST

2016 ENTRY FORM

— PAGE 2 —

¡MAS IMPORTANTE!

YOUR ENTRY GETS YOU A 20' X 20' SPACE FOR COOKING & SERVING WITH A 10' X 20' TENT, 2 TABLES, 2 CHAIRS, 2 BANNER POLES & POWER.

EXTRA SPACE REQUEST DESCRIPTION: _____

DESCRIBE YOUR SETUP: _____

EQUIPMENT & POWER REQUIREMENTS

PLEASE LIST ALL ITEMS THAT REQUIRE POWER INCLUDING COOKING EQUIPMENT, HOT / COLD HOLDING EQUIPMENT AND ANY DÉCOR / LIGHTING ITEMS. IF YOU ARE UNSURE OF EXACT REQUIREMENTS OR HAVE A 220 VOLT RECEPTACLE, YOU MUST INCLUDE PHOTOS OF THE PLUG CONFIGURATION SO THAT WE ARE PREPARED TO POWER ALL OF YOUR EQUIPMENT. WE CANNOT GUARANTEE POWER SERVICE WILL BE SUFFICIENT WITHOUT THIS INFORMATION.

TYPE OF EQUIPMENT	VOLTS	AMPS	PRONGS
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

LIST YOUR MENU ITEMS

ALL ITEMS MUST BE PRICED A LA CARTE AT 1 TOKEN (\$2 VALUE).

NO EXCEPTIONS.

YOU MAY SELL ANY TYPE OF TACO, AS WELL AS BEANS, RICE, CHIPS & SALSA, GUACAMOLE AND RELATED ITEMS. DESSERT ITEMS MAY BE SUBMITTED FOR REVIEW, BUT MAY NOT BE APPROVED.

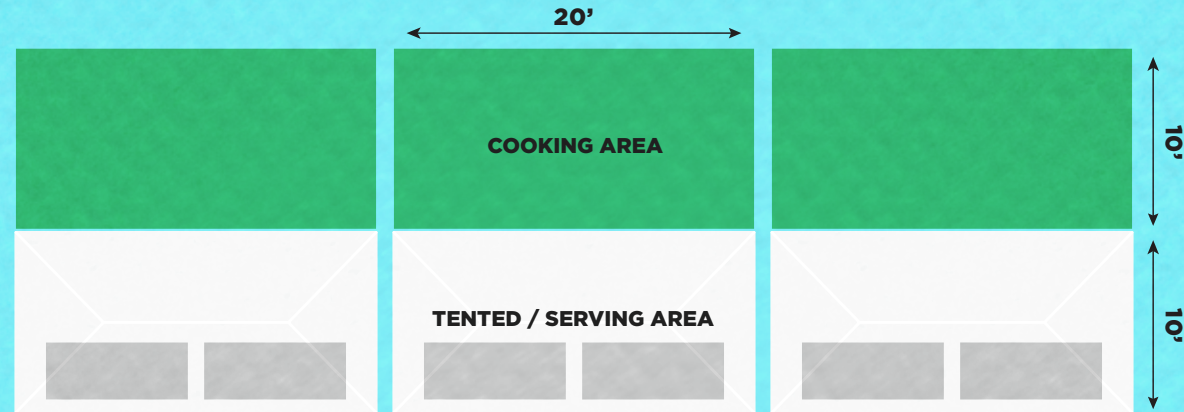
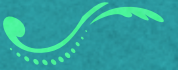
WATER, SODA, LEMONADE AND OTHER BEVERAGES CANNOT BE SOLD. IF YOU WISH TO SELL A SPECIAL NON-ALCOHOLIC BEVERAGE, PLEASE CONTACT DAVID OR LISA DIRECTLY TO DISCUSS.

LIST FOOD MENU ITEMS HERE:

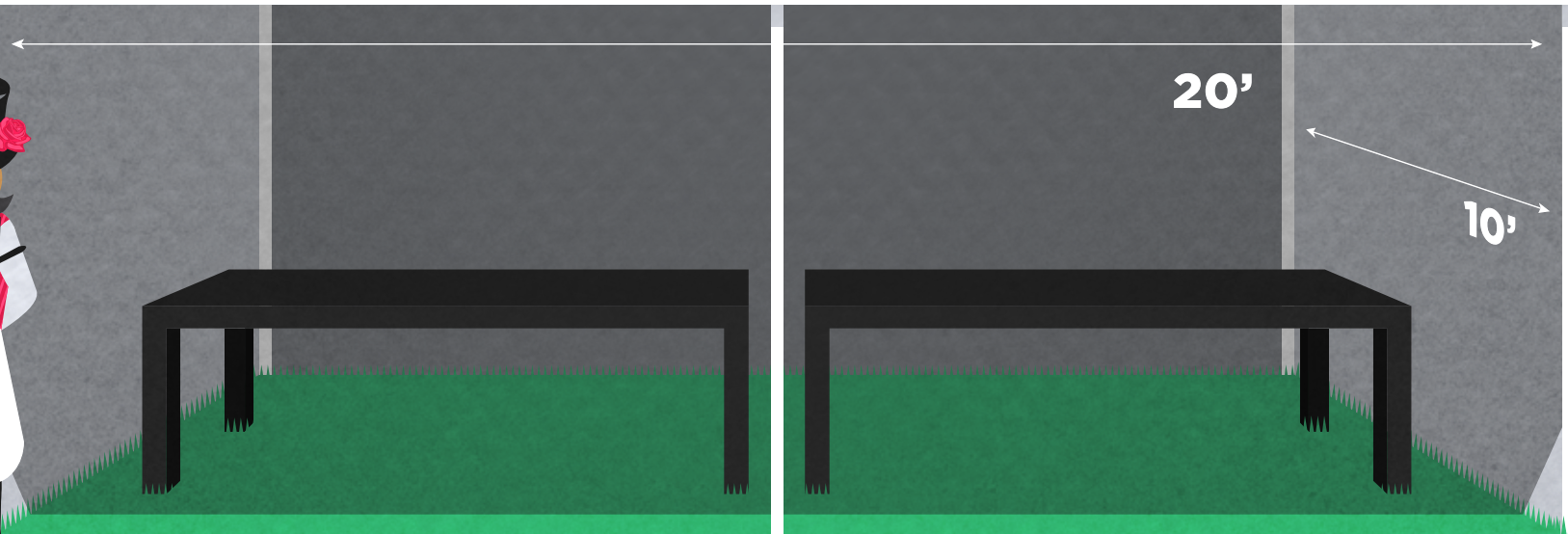
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____



TEAM COOKING & SERVING SPECS



YOUR TACO TEAM





TEAM FAQ



★ WHAT DOES THE FEE COVER?

Entry into the competition with a prize fund of \$5k per day

- 20'x20' area on-site with:
- 10'x20' tent (with sidewalls), (2) 8' tables & (2) chairs & power
- Sign / menu board
- Token collection canister
- Listing on festival website & inclusion in event marketing
- * Food Trucks who pay discounted fee do not receive the tent, tables & chairs.

★ CAN I KEEP A VEHICLE AT MY BOOTH?

Only if it is integral to your booths' operation and/or adds flair to the event.

Please submit request with your application.

★ WHAT CAN I SELL?

You can sell any kind of taco, chips, salsa, rice, beans, guacamole and related items.

Every item must be priced at 1 token (overall value of \$2).

No beverages can be sold (exceptions, please inquire).

We reimburse you \$1 for every token collected.

★ HOW MUCH SHOULD I PREPARE

Teams sell between 1,000 and 5,000 tacos per day. This number depends on your ability, but 1,000 + is a safe bet (meaning \$1,000 back when you sell 1,000 tacos).

★ ARE PLATES OR UTENSILS PROVIDED?

No. You must provide disposable plates, napkins and utensils as needed.

★ DO I NEED A HEALTH PERMIT?

Yes. You will need to get a Temporary Health Permit from SRPMIC Health Dept. (it's free) You must fill out the form provided and provide a copy of your current Maricopa Permit.

★ ARE HAND-WASHING STATIONS PROVIDED?

No. Please bring your own continuous-flow hand-washing station.

★ WHAT ELSE IS REQUIRED?

- INSURANCE
 - \$1 Mil. Policy + additional insured:
 - Salt River Fields, 7555 N. Pima Rd., Scottsdale, AZ 85258
 - Affordable Food Festivals, 214 E. Roosevelt St., Phoenix, AZ 85004

- CURRENT W9

- SRPMIC BUSINESS LICENSE

If you do not have a business license on file with SRPMIC, you may purchase a license for the year (\$125), or for the event only (\$25). Information will be provided.

★ HOW DOES THE COMPETITION WORK?

When you sign up, you receive one sample competition box to practice with, as well as a "Team Packet" so you may review all the competition details. In a nutshell, on each day of the event, you receive four boxes, one for each meat category. Turn-ins take place every hour, as listed in team packet. You are judged on taste, presentation and texture. Winners are named in each category, but the title "Grand Champion" is cumulative from all of your scores.

★ WHY DO I ONLY GET FOUR BOXES?

The taco categories are chicken, pork, beef, and seafood. You submit 6 of the same taco in each box. For the other stuff, like salsa, guacamole, and anything goes taco, presentation is up to you—but there still should be six samples of each because each team has six judges assigned to it.

★ DO YOU LIST THE WINNERS?

Yes. The winners are listed on the website.





**SALT RIVER PIMA-MARICOPA INDIAN COMMUNITY
HEALTH SERVICES/PUBLIC HEALTH PROGRAM**

10005 E Osborn Rd. Scottsdale, AZ 85256

(480) 362-5706 Fax (480) 362-5568

Questions? Contact Christopher.Henke@srpmic-nsn.gov

APPLICATION FOR TEMPORARY PERMIT

TACO FESTIVAL APPLICATIONS MUST BE RETURNED TO LISA@AFFORDABLEFOODFESTIVALS.COM

EVENT NAME: ARIZONA TACO FESTIVAL EVENT DATE: OCTOBER 15-16, 2016

ESTABLISHMENT INFORMATION:

BUSINESS NAME _____

ADDRESS _____

MANAGER NAME _____ TELEPHONE _____

OWNER INFORMATION:

NAME/CORPORATION _____

ADDRESS/CITY/ZIP _____

CONTACT _____ TELEPHONE _____

Permit Fee: FEE WAIVED

Please submit separate permit applications for each permit when more than one permit is requested.

Please read and sign below:

I/We assume complete responsibility for the business to be conducted at the premises for which I/we are making application for a food permit. The requested food permit is in addition to any other permits or licenses required by law. I/We certify that said business at the premises will be operated in full compliance with all applicable ordinances and regulations pertaining thereto. I/We understand that I/we are responsible for knowing the contents of the applicable regulations as they pertain to said establishment. Information pertaining on how to purchase the regulations may be obtained from the Public Health Program, 10005 East Osborn Road, Salt River Pima-Maricopa Indian Community, or call (480) 362-5706.

Permittee hereby waives all claims against the Salt River Pima-Maricopa Indian Community and the United States and agrees to hold the Salt River Pima-Maricopa Indian Community and the United States free and harmless from liability for any loss, damage or injury arising from the use of the premises by Permittee, together with all costs and expenses in connection therewith.

I/We hereby certify that I/we are owner(s) or duly authorized owner's agent(s), that I/we have read this application and that all information is correct. I/we further certify that I/we have read, understand and will comply with all of the provisions herein.

Applicant Signature/Title _____ Date _____

PERMIT TO OPERATE – TEMPORARY FOOD VENDOR

PERMIT VALID _____ TO _____

BUSINESS NAME: _____

EVENT NAME: _____

SRPMIC HEALTH OFFICIAL: _____ DATE: _____

(PERMIT NOT VALID UNTIL SIGNED)