



SPICE OF LIFE
MULTI-CULTURAL FESTIVAL ~ OCTOBER 2, 2010
10 AM to 6 PM - "CIVIC CENTER" VICTORVILLE, CALIFORNIA

2010 FOOD/RESALE MERCHANDISE VENDOR APPLICATION

Merchandise & Small /Food Cart\$125 (if received by July 1) **\$150** (if received by Aug. 1) **\$175** (if received by Sept 15)
 10' x 10' Space in Event Areas

Food Vendors..... **\$300** (if received by July 1) **\$350** (if received by Aug. 1) **\$375** (if received by Sept 15)
 20' x 10' Space in Food Court Areas

Non-Profit Organizations..... **\$ 50** (if received by July 1) **\$ 75** (if received by Aug. 1) **\$100** (if received by Sept 15)
 10' x 10' Space in Event Areas

➡ **DEADLINE for SUBMITTING APPLICATIONS is SEPTEMBER 15**

10% discount if application and fee are submitted by close of Cinco de Mayo event.

Carefully read all of the following Requirements

FOOD VENDORS: Food vendors shall meet San Bernardino County Health Requirements for event area. Health Permits can be obtained from the County Environmental Health Services Division located at 15505 Civic Drive, Victorville (760) 243-3773. Health Permit **MUST** be submitted **2 weeks prior** to the event, and be displayed in vendor areas during the event.

MERCHANDISE VENDORS: A copy of current Seller's permit **MUST** accompany your application when submitted.

ALL VENDORS: All Vendors must supply their own booths, tents, canopies, chairs, tables, business banners or signs, utensils, equipment, and 50' heavy duty outdoor electric cords and connector strips, as needed. Due to **Hi Desert winds**, all tents, canopies, shade umbrellas **must be properly weighted** at each support pole with 10lb. water buckets or sand bags.

Note: Electric power is not readily available and must be requested at time of application.

Space is on a first come - first served basis for event location choice. The committee may change location as necessary.

When available, multiple and / or adjoining vendor spaces may be purchased. **NO REFUNDS** will be given.

SET UP AND TEAR DOWN: Set up begins at 7:00 am. All setups to be completed and any vehicles removed from the vendor event areas by 9:00 am. *****All booths must remain up and vendors remain at the event until closing time at 6:00 pm.**

-----DETACH FORM HERE-----

Name of Organization or Individual: _____

Mailing Address: _____ Representative: _____

Phone: Day _____ Phone: Evening _____ Email: _____

Food Merchandise Non-Profit _____ Multiple Spaces (give number of requested spaces)

FOOD VENDOR: Description of food and prices: _____

Electricity needed? Yes No Space Size: 10 x 10 20 x 10 Other _____

List type of appliance(s) to be plugged in: Appliance _____ Amp Wattage _____

Appliance _____ Amp Wattage _____

PLEASE DO NOT BRING ADDITIONAL APPLIACANCES DAY OF EVENT – YOU WILL NOT BE PERMITTED TO USE THEM

RESALE MERCHANDISE: Description of sale items: _____

Makes all checks payable to Spice of Life

Mail check and Vendor Application form to:

Spice of Life c/o HDHCC
14286 California Ave., Suite 104
Victorville, Ca 92392

Please review fee dates and Deadline date listed above. * DO NOT SEND CASH *****
For additional vendor information, contact the Hispanic Chamber of Commerce (760) 241-6661



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EVENT SUMMARY	EVENT DESCRIPTION	MARKETING PLAN
<p>Mission Statement The City of Victorville recognizes its community is comprised of a rich and culturally diverse population.</p> <p>Spice of Life is designed to celebrate and embrace the various cultures that exist side by side in the community through a one-day event at the Victorville "Civic Center."</p> <p>Event Objectives</p> <ul style="list-style-type: none"> To annually bring together the community to recognize the cultural differences and celebrate the unity of the entire community. To foster greater tolerance within Victorville and the Victor Valley. To work closely with the local school districts to develop a companion curriculum focusing on cultural diversity to coincide with the event. To offer all High Desert residents an opportunity to proudly share their culture with the community at large. <p>Event Committee Goals:</p> <ul style="list-style-type: none"> Provide quality entertainment and vendors at the event. Secure a number of sponsors to help offset the event costs. Establish & maintain a culturally diverse committee to help develop and promote the event. Recruit volunteers for event support Attract a diverse crowd, which represents various age groups and ethnicities, in excess of 12,000, to the event. 	<p>Overview A one-day multi-cultural celebration featuring music, dance, food and arts and crafts from around the world.</p> <p>Event Specifics</p> <ul style="list-style-type: none"> Date: Saturday, October 2, 2010 Time: 10 AM to 6PM Location: Civic Center 14343 Civic Dr. Victorville <p>Event Activities</p> <ul style="list-style-type: none"> Live Music Dance Food Court Demonstrations Craft & Memorabilia Booths Education Booths Area Service Club Booths Custom Car Exhibit New Cars Custom Motorcycles Children's Activities <div data-bbox="716 1241 938 1776" data-label="Image"> </div>	<p>Advertising</p> <p>Print The Spice of Life Committee will advertise the event through both paid advertising and trade-out packages with the print media. This includes local newspapers, magazines, college and trade publications, and the City's <i>RecPages</i>. In addition to local media, the City will place a special focus on minority publications.</p> <p>Electronic The Spice of Life Committee will advertise the event through both paid advertising and trade-out packages with the electronic media.</p> <p>Direct Mail—Through various sponsorships with direct mailing companies, advertisements for the event will be mailed to 100,000+ households in the High Desert. Additionally, major area employers will be provided information to place in employee newsletters.</p> <p>Media Print/Electronic -The Spice of Life Committee will send out news releases to all major newspapers and radio stations, and Ads will run on Charter TV.</p> <p>Banners The Spice of Life Committee will purchase banners to place around the Civic Center, the site of the event, to help advertise the event.</p> <p>Internet The Spice of Life Committee will post information to its Website, and work with area Chambers Of Commerce to establish links to other sites and various internet news media.</p> <p>Signage Temporary signs will be erected throughout the community at strategic intersections. In addition, custom ads will appear on the electronic freeway sign at the auto park.</p>