



Blues, Brews & Barbecue

Saturday, June 11th 2011 from noon-10pm
--- Competitor & Food Vendor Application ---

Allentown's 4th Annual **Blues, Brews & Barbecue** will incorporate food and drink, music and activities while celebrating the summertime in Downtown Allentown. If you would like to participate, please fill out this form.

Barbecue & Side Dish Competitions

This segment of the Blues, Brews & Barbecue is the perfect opportunity to earn some recognition for your restaurant's delicious dishes and your chef's skills in the kitchen. Professional chefs will be pitted against one another at grills lined up on Hamilton. There are 6 "celebrity" judges for Blues, Brews & Barbecue. If participating as competitor, please prepare enough food for them. There are several categories to participate in and great prizes to make it exciting.

Top winners in each of the following categories will be awarded with a plaque and bragging rights.

Barbecue	Delicious Side Dish
Chicken, Seafood, Pork and Beef	Baked Beans, Coleslaw and Salad

Food Vendors

There are only 20 food vendor spaces available for this event to service the estimated public of 4000+. This will allow for healthy competition and ensure profitability for all vendors. No one other than the first 20 confirmed applicants will be permitted to sell food at the event.

Food vendors will receive the following:

- A reserved spot at the Lehigh Valley's premier barbecue event
- Exposure to barbecue lovers from the Lehigh Valley and beyond
- Recognition as a participant in print, television, online (and any other advertising)
- Inclusion on website with a link to your webpage
- 15 amp electricity (available at certain locations)
- 100% of your proceeds on the event day – we take no percentage of your sales!

Food Vendors are responsible for:

- All set up, and clean up of their reserved space. It is very important for food vendors to be set up on time. Late could impact participation. **Please set up between 8 and 9:30a.m. on Saturday June 11th. This will allow for inspection by the Health Department, which is required, prior to event start.** If you need to set up earlier, contact us, arrangements can be made.
- Maintenance of Food Safety (any and all necessary heating, refrigeration, ice, etc.)
- Banners, labeling and marketing materials (such as menus, flyers, cards, etc.)

If you would like to participate in Blues, Brews and Barbecue as a food vendor or competitor, please fill out the attached form and return as soon as possible to reserve your spot. Early registration allows for inclusion in the advertising for this event. Any questions should be directed to: Tara Craig by calling 610-437-7530 or through e-mail at craigt@allentowncity.org.

In conjunction with mailing the attached form and payment, please send your logo and a web address to craigt@allentowncity.org. This is helpful for all of our marketing pieces and for our website. If there is a certain menu item you'd like us to call attention to or that as a great story – please share through e-mail or on the back of the application. We do radio interviews and this type of information is helpful.

2011 Blues, Brews & Barbecue Food Vendor / Competitor Form

Main Contact Individual _____ E-mail _____

Name of Company _____ Phone Number _____

Address _____

Chef Name(s) _____

How would you like to participate/what are your needs? Please check all that apply.	Fees	
<input type="checkbox"/> Food Vendor Fee (application fee & 10x10 space)	\$125	
<input type="checkbox"/> Additional space at \$30 for every 5 feet	_____ feet	
<input type="checkbox"/> 8 foot tables at \$10 each	_____ x \$10	
<input type="checkbox"/> Electric	\$10	
<input type="checkbox"/> Water	\$10	
<input type="checkbox"/> Professional Barbecue / Side Dish Competitor in:		
<input type="checkbox"/> Chicken	\$5	
<input type="checkbox"/> Beef	\$5	
<input type="checkbox"/> Pork	\$5	
<input type="checkbox"/> Seafood	\$5	
<input type="checkbox"/> Baked Beans	\$5	
<input type="checkbox"/> Salad	\$5	
<input type="checkbox"/> Cole Slaw	\$5	
Most vendors need a Health License. If unsure, please inquire. Health Department: 610-437-7759	\$25	
Total		

Please list the items you plan on serving to festival-goers below. We ask that you plan to bring at least three selections to choose from. Include more on back of form. Food items should be priced in the range of \$3 to \$10.

Item Name	Price

Our establishment agrees to abide by Health Guidelines and to be set up by 9:30am on the day of the event.

Signature _____ Date _____

In order for your application to be complete, a check for the total of all fees made out to The City of Allentown must be included with this form. Upon completion, please mail to Tara Craig at Allentown City Hall, 435 Hamilton Street, Allentown, PA 18101