



University United Festival

UNIVERSITY DISTRICT COMMUNITY DEVELOPMENT ASSOCIATION

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Dear potential University United Festival Vendor,

Thank you for your interest in participating in the 7th Annual University United Festival, which will take place on **June 10, 2023, and June 11, 2023!** We are now accepting applications for merchandise vendors. This packet includes the necessary paperwork and information you will need to get the most out of your vendor experience.

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Merchandise Vendor Cost Information

- The Vendor fees allow us to continue to offer our festival free of charge to the public, thus attracting crowds of around 23,000 people!
- The vendor fees vary based on previous participation and the date the application is returned.
- This packet includes all the costs that the University United Festival is aware of –you may have additional costs.
- The acceptable form of payment for the vendor fee is a written check to the University District Community Development Association
- The **Temporary Stand License** is a separate payment that must be paid in room 301, City Hall
- **If you choose not to participate in the 2023 Festival after making your deposit your payment is not refundable. NON-NEGOTIABLE.**
- Upon unforeseen events that we must cancel the festival, you will receive a full refund.

Merchandise Vendor Fees

(As a token of appreciation, we are offering a \$50 discount off the total fee for food vendors who have participated in the festival for 3 previous years, please mention this when submitting your Vendor Packet forms.)

Payment	First day fee	Second day fee	Fee for both days
Before May 1, 2023	\$160	\$120	\$280
After May 1, 2023	\$320	\$240	\$560

Additional Merchandise Vendor Fees

Temporary Stand License
\$35

Merchandise Vendor Information

- 1.** All merchandise vendors are required to pay a merchandise vendor fee and fill out a vendor application.
- 2.** All merchandise vendors must obtain a temporary stand license from the City of Buffalo and pay for the \$35 license fee. Please bring your license and payment in the form of a money order or check to City Hall Room 301.
- 3.** The merchandise vendor fee is due no later than May 22, 2023, before 4 P.M. along with the application, contract, and insurance forms. Please submit forms electronically at jsilva@buffalony.gov or in-person to Jordan Silva in City Hall, room 1508
- 4.** Merchandise vendors must attend a merchandise vendor meeting. This is MANDATORY – May 24, 2023, at 6:00 pm at 995 Kensington Ave, Buffalo, NY 14215
- 5.** Merchandise vendors must bring their own tents, tables, and chairs. The University United Festival does not provide any of these items.
- 6.** Please bring a copy of the temporary stand license to the festival on June 10th and 11th, 2023.

General Vendor Rules and Guidelines

1. All vendors must be properly insured and licensed by the City of Buffalo.
2. Vendor set-up time is from 7:00 am to 12:00 pm (the festival opens at 2:00 pm on June 10, 2023).
3. ALL vehicles (other than food trucks) must be out of the festival lot by 12:00 on June 10, 2023.
4. Vendors are expected to arrive on time to set up for the festival. Failure to do so will result in the vendor not receiving additional time to set up and they will not receive a refund. **No exceptions will be made.**
5. You will be given a pre-assigned space in the Festival Lot. Your booth must fit all necessary equipment including tables, chairs, prep areas, merchandise, tents, etc.
6. We will provide garbage cans and recycling bins for festival goers to use, vendors are responsible for the proper disposal and removal of trash produced from their business.
7. We do not provide any generators, tables, chairs, or tents. You must bring your own.
8. All vendors are responsible for keeping their areas clean.
9. You are not permitted to sell, advertise for, or give anyway any goods, products, or information having to do with drugs, alcohol, or tobacco
10. Vendors agree not to reassign, sublet, or share any part of its assigned space with any individual, organization, or group.
11. If you no longer wish to participate in the festival vendor fees are nonrefundable

Tips For Success

1. Be prepared: Make sure you have enough inventory and backup stock in case of high demand.
2. Create a visually appealing display: Use attractive signage, lighting, and display stands to catch the eye of festivalgoers.
3. Offer a variety of price points: Have a range of products at different price points to appeal to different budgets.
4. Utilize social media: Use platforms like Instagram and Facebook to promote your products and interact with potential customers.
5. Offer discounts and promotions: Consider offering discounts or promotions to attract customers and drive sales.
6. Be friendly and approachable: Smile, be personable and always be willing to help customers.
7. Get feedback: Ask customers for feedback and take it into consideration for future festivals.
8. Network with other vendors: Building relationships with other vendors can lead to more foot traffic and more sales.

Vendor Application

Business Name:

Business Contact Person:

Phone number:

Email:

Business address:

Vendor Type: (Check all that apply)

Food Vendor

First time vendor

Merchandise Vendor

Returning Vendor

Informational Vendor

Brief Description of Business:

(What kind of food or merchandise do you sell? What service or information do you provide?)

Space Requirements:

(We will do our best to accommodate your needs, however due to lot restrictions, and festival programming we cannot guarantee all space requirements can be met)

NYS Tax ID Number:

(Not applicable for informational vendors)

Vendor Contract

I _____ (Print Name)

of _____ (Print Business)

want to be a vendor at the University United Festival on June 10 and 11, 2023 at Rotary Field on UB South Campus.

I am aware that my application, paperwork, contract, and fees are due by May 22, 2023, in person in City Hall, Room 1508, or electronically to jsilva@buffalony.gov

I know that if I no longer participate in the festival after making a deposit, my fees are not refundable, and I must contact 716-851-5165 to inform the vendor chairman of these changes.

I know that my attendance is mandatory at the appropriate vendor's meeting unless I am excused.

I will keep my stand clean, and orderly. If I am a food vendor, I agree to prepare my food up to proper food safety standards and may be subject to an Erie County Inspection on the day of the festival. All my belongings and equipment will be kept within my given space. I will provide my own tent, chairs, or table. None of my wares will contain references to profanities, alcohol, drug use, or alcohol.

Name (Print): _____

Name of Business (Print): _____

Signature: _____

Date: _____

Check Lists

Merchandise Vendors:

- Vendor Application- turned in to City Hall Room 1508 or electronically at jsilva@buffalony.gov
- Vendor Contract- turned in to City Hall Room 1508 or electronically at jsilva@buffalony.gov
- Merchandise Vendor Fee- turned in or mailed to City Hall Room 1508 in the form of a check or money order made out to the University District Community Development Association
- Temporary Stand License- Turned into City Hall Room 301
- Temporary Stand Fee- Turned into City Hall Room 301 in the form of a check or money order

EVERYTHING IS DUE BY MAY 22, 2023