

# 2024 VENDOR APPLICATION & PACKET



*Celebrating 10 Years!*

**SATURDAY, AUGUST 10, 2024**

**UNIVERSITY AT BUFFALO  
SOUTH CAMPUS - ROTARY FIELD**

**SIGN UP TODAY!**

**CONTACT US AT 716-851-5165  
OR VISIT [UNIVERSITYUNITEDFESTIVAL.COM](http://UNIVERSITYUNITEDFESTIVAL.COM)**

***Dear Potential University United Festival Vendor,***

I hope this message finds you in high spirits and great health. On behalf of the organizing committee and the entire University community, I wanted to extend my deepest gratitude for your invaluable participation in the University United Festival this year. Your presence and contribution played a vital role in making the event an extraordinary success.

The University United Festival aimed to foster a sense of unity, celebration, and diversity in our community. Your involvement as a vendor added a vibrant and dynamic element to the festival, creating an engaging and memorable experience for all attendees.

Your dedication, creativity, and exceptional products/services made a lasting impression on everyone who attended the event. The festival's success would not have been possible without your unwavering support and commitment to excellence. Your professionalism and enthusiasm were clear in every interaction, making the festival a truly remarkable celebration of our University's spirit.

We appreciate the effort and hard work that you and your team put into preparing for the festival. Your unique offerings, delicious food, captivating displays, and exciting activities added an extra layer of enjoyment to the festivities, leaving a lasting impression on our attendees.

I want to acknowledge your exemplary cooperation throughout the planning and execution of the University United Festival. Your willingness to collaborate, accommodate special requests, and adapt to changing circumstances showed your unwavering commitment to providing the best possible experience for all involved.

We sincerely hope that our partnership will continue to flourish in the future. We eagerly look forward to the possibility of collaborating with you again on future events, harnessing your expertise and creativity to create even more exceptional experiences.

Once again, thank you for being a part of the University United Festival. Your participation made a significant difference and helped bring our community closer together. Wishing you continued success in all your endeavors.

Warmest regards,

*Taisha Elizabeth St. Jean*

University United Festival, Chairwoman

## Food Vendor Cost Information

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- **Food Vendor fee - \$400.00**
  - **Merchandise Vendor fee - \$200.00**
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Certified Check/ money order must be written out to:  
**UDCDA (University District Community Development Association)**

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- 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 certified check to the University District Community Development Association
- **The Temporary Stand License is a separate payment that must be paid: Check payable to City of Buffalo**
  - **Temporary Stand (sale of FOOD) \$40.00**
  - **Exhibitor (sale of MERCHANDISE) \$35.00**
- 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.

***\* Please note that food trucks are not required to pay the \$40 temporary stand license fee. This fee only applies to vendors using a traditional, stationary stand setup. If you have any questions or concerns, please don't hesitate to contact me.***

## **Food Vendor Insurance Information**

1. All food vendors participating in the University United Festival must have food liability insurance.
  
2. Food liability insurance provides protection for vendors' businesses in case of illness or injury resulting from their food.
  
3. Vendors must approach insurance providers and provide information about their business, including the types of food they will be serving.
  
4. *Average price for food vendor insurance for a festival is around \$40 to \$300.*
  
5. Contact [tstjean@buffalony.gov](mailto:tstjean@buffalony.gov), 716-851-5161, or meet in person at City Hall room 1413 for assistance in finding an insurance provider.
  
6. Ensure that the following entities are listed as insurees:
  - State of New York University at Buffalo
  - City of Buffalo
  - University District Community Development Association
  
7. Cooperation is appreciated and we look forward to your participation in the 10th annual University United Festival
  
- 8. NO ALCOHOL SALES ARE PERMITTED!!!**

## **General Vendor Rules & Guidelines**

1. All vendors must be properly insured and licensed by the City of Buffalo.
2. Vendor set up time is from 7:00AM to 12:00PM (Festival opens at 2:45PM on August 10, 2024).
3. **NO vehicles are allowed on the field.** Vendors must use a dolly to move their equipment to their assigned spaces.
4. 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.
5. 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.
6. We do not provide any generators, tables, chairs, or tents. You must bring your own.
7. All vendors are responsible for keeping their areas clean.
8. You are not permitted to sell, advertise for, or give anyway any goods, products or information having to do with drugs, alcohol, or tobacco
9. Vendors agree not to reassign, sublet, or share any part of its assigned space with any individual, organization, or group.  
If you no longer wish to participate in the festival, fees are nonrefundable.

## Event Schedule

Vendor Set-Up Time	7:00 AM to 12:00 PM
Vehicle Restrictions	ALL vehicles (other than food trucks) must be out of the festival lot by 12:00 PM
Parade	1:00 PM to 2:45 PM
Gates Open	2:45 PM
Festival Ends	9:00 PM

## TIPS For Success

### **T - Take inventory**

- Regularly assess your inventory levels to ensure you have an adequate supply of products for the festival.

### **I - Invest in visuals**

- Investing in visually appealing displays can attract customers and enhance sales during the festival.

### **P - Provide various prices**

- Offering products at different price points can attract a wider range of customers and increase sales at the festival.

### **S - Social media engagement**

- Engage with festival-goers on social media by creating eye-catching content, using relevant hashtags to drive sales and increase your success during the festival.

## Vendor Application

**Business Name:**

**Business Contact Person:**

**Phone number:**

**Email:**

**Business address:**

**Vendor Type:** (Check all that apply)

Food Vendor

Merchandise 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 Saturday, August 10, 2024 at Rotary Field on UB South Campus.***

I am aware that my application, paperwork, contract, and fees are due by May 22, 2024, in person in City Hall, Room 1508, or electronically to [tstjean@buffalony.gov](mailto:tstjean@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:** \_\_\_\_\_

### Important Information

- *ALL VENDORS: Vendors are NOT allowed to drive their cars on Rotary field. Vendors must use a wagon to carry supplies and equipment. This will help maintain the integrity of the field, per University at Buffalo's request.*
- *INFO VENDORS: The festival committee has a punch card raffle feature at the festival where attendees can collect punches from informational vendors, offering prizes to those who collect all necessary punches. Vendors will punch cards at their discretion using provided hole punchers, and attendees can return their cards to the tent to enter a raffle for a chance to win exciting prizes.*





## Contacts for the Festival

### **University United Festival Chairwoman**

**Taisha St. Jean**

[tstjean@buffalony.gov](mailto:tstjean@buffalony.gov)

716-851-5161

### **Marketing Chair**

Mike Read

[mread@buffalony.gov](mailto:mread@buffalony.gov)

716-851-5144

### **Volunteer Chair**

Doris Corley & Emily Robinson

[dcorley@buffalony.gov](mailto:dcorley@buffalony.gov)

716-851-5165

### **Vendors Chairs**

Taisha St Jean & Myra Robinson- Moses

[tstjean@buffalony.gov](mailto:tstjean@buffalony.gov)

716-851-5161