

CULINARY INFORMATION

The Big West Art Festival

August 7th & 8th, 2010

The Art of the Menu

The Big West Arts Festival is a two-day outdoor celebration of the culinary, visual and performing arts. The Arts Festival also offers demonstrations and educational activities for children and adults, live performances and special curated exhibitions. The Big West Arts Festival is a tax exempt, arts service organization. Any net proceeds will be used to improve and expand the annual event.

Promotional Opportunity

The Big West Arts Festival is aimed at becoming the premier festival opportunity in the Wyoming market for promotion of restaurants and exposure of culinary quality to a highly selective audience. Participating restaurants tap into many exceptional marketing opportunities designed to drive name recognition:

- *Opportunities to impress with menu samplings before a large audience which provides a unique, year-round promotional benefit.
- *Pre-event publicity advertising from all media sponsors.
- *Feature listing in the festival walking guide.
- *Distribution of promotional items about your permanent restaurant location.

Culinary Partner Selection

Culinary Partner selection by the Arts Festival is based on:

- *Food quality
- *Creativity & presentation
- *The challenge involved in presenting your menu in an outdoor environment.
- *Menu items from \$3 - \$10 recommended. (At least one item should be under \$5)

Participation Fees

The Festival will accept a maximum of 10 culinary artists for 2010. Culinary fees for the 2010 event will be \$500.00 for each culinary space **OR** 20% of net sales.

*Payment of 20% of net daily sales is due by check made out to Sheridan College at the end of each festival day.

Participation fees include:

- *Electric Service
- *Refrigeration trailer available

NOTE: Wyoming State Department of Health will be present.

Booth Space

Booth space will be 14 feet by 14 feet with a front service area the length of the booth. No sales or service shall be made from the side or rear of the allotted booth space or spaces.

Hours

Saturday, August 1st, 10:00am to 7:00pm. (Music until 11:00pm.)

Sunday, August 2nd, 10:00am to 5:00pm. (Music until 5:00pm.)

*All culinary exhibitors are expected to be fully operational during the established Festival hours. Culinary Booths can open earlier and remain open later if patrons are still purchasing products. The Arts Festival has a 'soft' opening time because there are no gates. Many patrons can be expected to be on hand well before opening hours and will remain to see musical acts after the artists booths close down.

MAIL ALL MATERIALS TO:

The Big West Arts Festival

Attention: Culinary

Sheridan College

3059 Coffeen Avenue

PO Box 1500

Sheridan, WY 82801

For more information visit [.bigwestartsfestival.com](http://bigwestartsfestival.com) or e-mail at bigwest@sheridan.edu

CULINARY APPLICATION
THE BIG WEST ARTS FESTIVAL AUGUST 7th & 8th, 2010

Restaurant Name

Contact Person

Address

City/State/Zip

Area Code and Phone Number

Cell Phone

E-mail address

Generous "sample size" portions between \$3 & \$10 are recommended

ITEM #1 YOUR SIGNATURE ITEM

Price \$ _____

Description _____

What other items would you like to sell?

OUR BOOTH WILL NEED THE FOLLOWING:

_____ Access to electrical service. Please list what your requirements are, or what you will need for power. _____

_____ Access to refrigerated trucks for daily food storage

BIG WEST ARTS FESTIVAL RELEASE AND WAIVER

In consideration for being allowed to participate/volunteer in the Big West Arts Festival, I agree and acknowledge as follows:

1. Release of Liability. I, unconditionally release, hold harmless and indemnify The Big West Arts Festival, Sheridan College, the City and County of Sheridan, all sponsoring organizations, and their directors, officers, employees, agents and volunteers, successors and assigns, and all other persons directly or indirectly liable, from all claims of legal or financial liability of any kind, including but not limited to, personal and economic injury, loss, costs, or damage arising out of or in conjunction with the Big West Arts Festival, whether foreseeable or unforeseeable, including those resulting from negligence or fault, without regard to any hazards which may exist, whether hidden or obvious. 2. Severability. If any part of this Acknowledgment, Release and Waiver is found to be invalid, all other parts of this Acknowledgment, Release and Waiver shall be binding and continue in full force and effect. 3. Acknowledgment of Voluntariness. I have not been pressured in any way to participate in these activities. Any activities I undertake are done so voluntarily and solely for purposes of participating in the Big West Arts Festival. 4. I represent that I am an adult and legally competent to sign this release; that the terms of this release are contractual; and that this release shall be binding on me, my personal representatives, heirs, successors and assigns.

I have fully informed myself of the contents of this Acknowledgment, Release and Waiver by carefully reading it and I sign release voluntarily.

Signature

Date

**The Big West Arts Festival, Attention: Culinary, Sheridan College, 3059 Coffeen Avenue
PO Box 1500, Sheridan, WY 82801**