



**June 11, 2016 • 11:00 a.m. – 6:00 p.m.**

On behalf of Riverwalk Fort Lauderdale, I would like to extend the opportunity to your company to participate in Riverwalk's 4<sup>th</sup> Annual *Smoke on the Water BBQ Feast (AND COMPETITION!)*. The goal of this event is to bring together residents, businesses and visitors for an afternoon of mouthwatering barbeque, refreshments and live music at Esplanade Park, while raising funds for Riverwalk Fort Lauderdale.

On this day, barbeque lovers, Riverwalk supporters and passers-by who attend can purchase pulled pork sliders and an array of other barbequed, smoked or grilled bites from some of South Florida's best restaurants and caterers, while enjoying a brew and live entertainment along the scenic New River. If you choose to, you may also participate in the competition portion of the event with a chance to win bragging rights as the Smoke on the Water BBQ Feast Champion, and take home a trophy.

Last year's event drew well over 2,000 residents and visitors. See a video from last year's event <https://www.youtube.com/watch?v=RvMILfkVGqU&feature=youtu.be> Promotion for the event will include:

- Listing in *Go Riverwalk* magazine (2 issues)
- Feature on GoRiverwalk.com webpage
- Feature or listing on Facebook and multiple social media platforms
- Posters and postcards distributed throughout South Florida
- Radio advertisement
- Mention in multiple online calendar listings

Riverwalk Fort Lauderdale is the preeminent organization engaged in promoting Fort Lauderdale's Riverwalk Park and Downtown community as a place to live, work and play. One way we achieve these goals is by holding multiple events throughout the year. Our events provide attendees with an invaluable opportunity to mingle, network and enjoy the best of Fort Lauderdale.

Please consider the package outlined on the following pages, and call (954) 468-1541, ext.205 if you would like additional information or would like to discuss sponsorship options. All proceeds from the event will benefit Riverwalk Fort Lauderdale.

Sincerely,

*Cristina M. Hudson*  
**Director of Operations**  
**Riverwalk Fort Lauderdale, Inc.**



305 S. Andrews Avenue, Suite 410  
Fort Lauderdale, FL 33301



## BBQ VENDOR PARTICIPATION PACKAGE

Riverwalk Fort Lauderdale will be hosting *Smoke on the Water BBQ Feast* in Downtown Fort Lauderdale, targeting those who live, work and play Downtown. By becoming a participating restaurant, you will have the opportunity to reach thousands of Fort Lauderdale's professionals, residents and visitors.

### **Riverwalk Fort Lauderdale will provide the following:**

- Logo to be placed on 10,000 postcards to be distributed throughout South Florida
- Logo placed on event posters to be placed throughout South Florida
- Listing placed on [www.GoRiverwalk.com](http://www.GoRiverwalk.com) with link to your website
- Event listing on at least 4 weekly e-blasts (to approximately 10,000 opt-in)
- *Go Riverwalk* magazine logo recognition in post event article
- Logo places on event banner
- Access to electricity, **please advise if it is needed**

Check out this video from last year's event: <https://www.youtube.com/watch?v=RvMILfkVGqU&feature=youtu.be>

**\*ALL BENEFITS SUBJECT TO OMMISION WITHOUT TIMELY RESPONSE\***



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**BBQ Vendors will provide the following:**

- Individual portions of bbq, grilled or smoked food items to sell from 11:00 a.m. to 6:00 p.m.
- **Offer at least one bbq item at \$5 per portion**
- Necessary napkins, paper plates and utensils
- Staff to cook/serve/sell food
- Sufficient cash for sales (Riverwalk will not provide change)
- Promote the event through social media and with postcards and posters at your restaurant
- Hand washing station and additional utensils as required by the Health Department.
- A valid fire extinguisher, appropriate with the type of cooking you will be doing (*"A fire extinguisher is required for each food booth. If a propane tank is used for a fuel source, it must be secured on the outside of the booth. A Fire inspection is required for all food booths"*, City of Fort Lauderdale)
- Set up by 10 a.m. the day of the event for inspection by Fire Marshall and Health Department
- Provide 2 certificates of additional insurance for 'Riverwalk Fort Lauderdale, Inc.' & 'City of Fort Lauderdale' by May 31, 2016

**Insurance Requirement:** Two (2) copies of certificates of additional insurance for: 1-Riverwalk Fort Lauderdale & 1- City of Fort Lauderdale by May 31<sup>st</sup>; specifying:

General Liability Value is \$1,000,000 each occurrence

1. \$100,000 damage to rented premises
2. \$1,000,000 personal injury
3. \$2,000,000 aggregate
4. Accord 25 is the correct form for additionally insured- Certificate of Liability Insurance

**Description of Operations:** This Certificate holder is named as an additionally insured on the general liability policy but only with respect to liability claims arising out of the negligence of the named insured.

**Certificate Holder: (#1)**

Riverwalk Fort Lauderdale  
305 S. Andrews Avenue, Suite 410  
Fort Lauderdale, FL 33301

**Certificate Holder: (#2)**

City of Fort Lauderdale  
100 N. Andrews Avenue  
Fort Lauderdale, FL 33301



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## **BBQ VENDOR PARTICIPATION PACKAGE**

### **BBQ Vendor opportunities:**

***\$500 –Single booth space for at event for promoting your business and selling food to attendees***

**Includes:**

***One 10' x 10' tented booth area, with two 6' tables and one (1) linen***

**\*\*\*See following page for competition participation information\*\*\***

***\$800 -Double booth space at event for promoting your business and selling food to attendees***

**Includes:**

***One 10' x 20' tented booth area, with four 6' tables and two (2) linens***

**\*\*\*See following page for competition participation information\*\*\***



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## COMPETITION DETAILS:

**Smoke on the Water BBQ Feast Competition will begin at 1:00pm**

If you choose to, you may sign up to be a part of the inaugural competition portion of Riverwalk's Smoke on the Water BBQ Feast. It is not required that you are a part of the competition to be a bbq vendor at the event. There is no additional charge to compete. All vendors wishing to join the competition portion of the event **MUST** indicate this in your participation agreement.

Each participant may enter **ONE (1) bbq item** to be judged. It can be any type of meat or sauce. You choose which item you believe is the very best to represent you.

**Judging-** A panel of foodie experts will blindly judge the competition. It all comes down to taste!

At your designated time, you will need to provide 8 judging samples, in the generic boxes which will be provided to you; along with a brief description of the item in the box. The boxes and description forms will be provided to you when you arrive. Food runners will pick up your judges samples to deliver to the judges. You **MUST** have these ready at your designated time. You are not to use any type of branding in the judges samples. If there is any special markings or branding included in your judges samples, you will be disqualified from the competition.

- The "Smoke on the Water BBQ Feast Champion" will receive bragging rights for an entire year
- A "Smoke on the Water BBQ Feast Champion" trophy to display in your establishment, or as you wish
- Inclusion in the Riverwalk Exclusive page in *Go Riverwalk* as the "Champion"



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## Additional Details:

**Event Location:** Esplanade Park, 400 SW 2<sup>nd</sup> Street

**Event Date & Hours:** Saturday, June 11<sup>th</sup> – 11:00 a.m. to 6:00 p.m.

**Set – Up:** Set up may begin at 7:30 a.m. and must be completed by 10:00 a.m. for fire and health inspections. You may unload your materials in the cul-de-sac at the south end of SW 4<sup>th</sup> Avenue, behind the stage. Or, you may unload from SW 2<sup>nd</sup> street in front of the park, inside of the barricaded area. Please be considerate of others and do not leave your vehicle any longer than necessary. Vendors will be setting up on SW 2<sup>nd</sup> Street. You may not park your vehicle within the festival perimeter. If this happens, the vehicle will be towed at the owner's expense.

**Parking:** There is no free parking for this event. There are multiple City and private parking lots/garages and street parking in the area surrounding Esplanade Park. \*Standard parking rates apply\* I encourage you to use [PAY BY PHONE](#), a free app to pay for your street or garage parking. It saves lots of time!

**Booth location and set up:** Your booth location will be assigned the day of the event. All single booths will contain one (1) 10'x10' tent, two (2) 6' tables, one (1) linen and one (1) plastic table cover, *unless other arrangements are made*. Double booths will contain two (2) 10'x10' tents, four (4) 6' tables, two (2) linens and two (2) plastic table covers, *unless other arrangements are made*.

All cookers must be placed on a matt, rug or some resistant surface to protect the grass from burns, splatter or spillage. Your cooker must remain on a protective surface for the entire event. Other additional tables, cookers, coolers, etc. may be rented from Best Rental Service (954) 763-6581, Panache Party Rentals (954) 971-8484, or any other rental service you may work with.

You will be responsible to provide the following:

- BBQ menu offering at least one bbq'd, smoked or grilled item for \$5
- Cooking and/or serving utensils as needed for cooking and serving
- Staff to serve and sell food
- Necessary napkins, paper plates and utensils
- Coolers- ice will be provided throughout the event
- Necessary cash bank with the change needed for sales
- A fire extinguisher with proper and up to date tags (*"A fire extinguisher is required for each food booth. If a propane tank is used for a fuel source, it must be secured on the outside of the booth. A Fire inspection is required for all food booths", City of Fort Lauderdale*)



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**Electricity:** Please advise if you will need electricity and we will adjust the layout accordingly. If you will be using electricity, be sure to bring your own extension cords. Riverwalk **will not** provide extension cords.

**Signage:** You will have the opportunity to display your promotional materials in your booth space and the immediate surrounding area. Please feel free to decorate your booth as you like using banners, flags, signage, branded linens, etc. No alcohol or alcoholic bottles are to be used in your booth décor. No obscene, degrading or offensive material is to be displayed at the event.

**Beverages:** You may sell NON-ALCOHOLIC beverages (no glass please). Ice will be available on site.

**Take Down:** All vendors must remain open until 6:00pm. Take down must be completed by 8:00 p.m. It is the sole responsibility of each restaurant to safely and properly remove and dispose of any grease, hot coal or wood, all food and trash from their booth area. Please advise if you need more time.

**REMINDER: Please be prepared to continue to provide your food for the duration of the event.**

**REMINDER: You are not allowed to give out any alcoholic beverages.**

### **Important phone numbers:**

Office phone (954) 468-1541, ext. 205

Cell phone (954) 815-3393

Fax (954)468-1542



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## BBQ VENDOR PARTICIPATION PACKAGE

Restaurant Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

Please indicate the booth size you would like:

\_\_\_\_\_ \$500 (Single booth space)

Will you need electricity?  YES  NO

\_\_\_\_\_ \$800 (Double booth space)

Will you need a tent?  YES  NO

**WILL YOU BE PARTICIPATING IN THE BBQ COMPETION**  YES  NO

\_\_\_\_\_ I agree to have enough food for attendees and will not leave the event early.

\_\_\_\_\_ I agree to abide by the standard health, safety and environmental regulations of the City of Fort Lauderdale and the State of Florida

\_\_\_\_\_ I understand that the ground must be covered by a mat, rug or wood surface to protect the grass and I agree to remove all oil and cans with oil and any hot coals or wood generated by me or brought to the event. (Liability for damages or repair apply)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Date

### PAYMENT INFORMATION

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for your support! Please email completed form and your Hi-Res logo in EPS format to [Cristina@GoRiverwak.com](mailto:Cristina@GoRiverwak.com) or fax to (954)468-1542. **Final deadline is Monday, May 23<sup>rd</sup> for inclusion in printed marketing.** **ABSOLUTE, FINAL DEADLINE FOR PARTICIPATION IS MAY 30<sup>th</sup>** for questions, please call (954) 468-1541 x 205

Please make checks payable to:



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