

An aerial photograph of a large outdoor event, likely a festival or fair, featuring numerous white tents, a dense crowd of people, and trees with autumn foliage. The image is overlaid with a semi-transparent green and yellow geometric design.

City of Glendale Office of Special Events

# Vendor Selection Process

# *Steps to Becoming a Vendor*

- ▶ Complete the Online Application Process
- ▶ Selection Committee reviews each submission
- ▶ Special Event Coordinator and Special Events Manager reviews selections
- ▶ Any additional information needed is requested
- ▶ Acceptance Packets and denial notifications are sent out
- ▶ Vendors who are selected need to fill out, sign and return their packet along with their payment and COI if needed
- ▶ Vendors need to obtain their Glendale Sales Tax License
- ▶ All food and beverages vendors need to be cleared through the health department
- ▶ Vendors receive a second packet with more setup details, parking passes and a map with their booth location

# *Application Process*

- ▶ Fill out and submit an online vendor application
- ▶ A complete submission includes:
  - ▶ Online Application
  - ▶ Photos of booth setup and products, attached to online app or mailed in
  - ▶ A full menu of items or services you intend to sell with pricing
  - ▶ Application fee of \$25 along with the payment voucher

[Glitters Spectacular 2017 Application](#)



# Vendor Categories

- ▶ **Amusement Vendors:** Rides or activities, multiple guest participation based activities  
PLEASE NOTE: Inflatable Ride vendors will no longer go through this application process.  
If you're an inflatable ride amusement vendor interested in our festivals, please email Dawn Sims at [dsims@glendaleaz.com](mailto:dsims@glendaleaz.com).
- ▶ **Commercial I Vendors :** Mass produced product or sales items, company has more than 15 employees
- ▶ **Commercial II Vendors :** Mass produced product, home based companies, companies with under 14 employees
- ▶ **Craft Vendor:** Majority of products are hand crafted and not resold
- ▶ **Interactive Vendors:** Individual service to patrons, one-on-one interaction (i.e. face painter or caricaturist)
- ▶ **Food Vendor:** Sells food products that are made for immediate consumption, including food prepared on or off the event site.
- ▶ **Food Truck Vendors-** A food truck serving "gourmet-style street food."
- ▶ **Non-profit Vendors:** 501-C3 status with proper documentation. Non profits are limited and can only sell or pass out information pertaining to the group they are representing. No food sales, prepared and cooked, on site are permitted under this category. You must send a copy of your 501-c3 letter along with your application.
- ▶ **Non-profit Vendors (Non 501-c3):** Non-profit organizations that are non 501-c3 eligible. (i.e. schools, hospitals, libraries, churches, and government units). Non profits are limited and can only sell or pass out information pertaining to the group they are representing. No food sales, prepared and cooked, on site are permitted under this category.

# *Vendor Selection Process Guidelines*

All festivals produced by the City of Glendale Special Events Department are evaluated and reviewed through our Vendor Selection Process. Each vendor applicant will go through the process to determine their potential participation.

In some instances, more information that is not contained in the application, may be requested to make a determination. This process has been set in place to ensure that we maintain a balance of products and services as well as to further the vendors' success and to provide a well-rounded and exciting variety to our festival patrons. Below are the main criteria in which you will be evaluated.

- ▶ Menu items / services, along with their prices
- ▶ Photos of you booth setup and products
- ▶ Unique and interesting products that are appropriate for our festivals, attendees, demographic
- ▶ Past festival experience

# *Additional Criteria Considered*

- ▶ The number of booth requests for each size; how many 10' x 10' vs. 10' x 20's. We only have space for so many 10' x 20' booths given the park layout and the full service food area
- ▶ The amount and type of power requested
- ▶ The number of vendors with similar products and services
- ▶ Past experience with City of Glendale Festivals
- ▶ As it applies to full service food vendors; Experience operating in high volume festivals and events where the amount of product purchased for sale is commensurate with the potential counter traffic that each full-service food vendor could potentially end up serving over the course of a one, two or a three day festival with these crowd sizes

# *Vendor Acceptance Packets*

- ▶ Vendor Guidelines
- ▶ Information on how and when to set up
- ▶ Security, Tax & License, Health Department, Fire Codes
- ▶ Certificate of Insurance for Food, Interactive & Amusement Vendors
- ▶ Vendor Check Sheet
- ▶ Event Timeline
- ▶ Lighting Competition
- ▶ Operator Agreement
- ▶ Invoice

# *Second Vendor Packet*

- ▶ Timeline for any materials still needed and day of load in details
- ▶ Mandatory Vendor Check In
- ▶ Parking Passes
- ▶ Map with Booth Location



*Questions on the Application &  
Acceptance Process?*