

EXPRESSION OF INTEREST



AMFVG is proud to announce
THE FOOD TRUCK FESTIVAL - MELBOURNE

The city of Melbourne, it's voted the world's most livable city for a reason! It boasts scenic landscapes, unique architecture and the renowned Food Truck Festivals! The Food Truck Park proudly presents The Food Truck Festival in Birrarung Mar this May which will come alive for 5 days straight.

This festival will be the first of its kind with multiple events running within The Food Truck Festival umbrella. There will be designated event areas to choose from filled with our favourite food trucks! Get your ultimate foodie fix from a range of themes such as Vego & Vegan Weekend, Big Chicken Festival, Cheese & Wine, Burger Bash and the Festival of Chocolate. This event will satisfy your taste buds and cater to all your dietary requirements.

Festival goers will experience a craft beer and wine bar, live entertainment, activity zones, roving performance and much more. We're excited to share our new culinary experience with over 40,000 customers.

The Food Truck Festival is an all age event showcasing the cultural diversity in street food.

Locations:

Birrarung Mar - Lower Terrace

Event Dates:

5 Day Event Wednesday 2 May – Sunday 6 May 2018

Event Trading Times:

Wednesday - Thursday 5pm - 10pm

Friday - Sunday 11am - 10pm

Bump In:

Wednesday – Thursday: 2pm

Friday – Sunday: 8am

Bump Out:

Bump Out: From 10:30pm each night or when park closes.

Event Fees:

PRO: \$300.00 + GST per day payable in advance or 15% of gross revenue *whichever is greater.*

GROW: \$400.00 + GST per day payable in advance or 17% of gross revenue *whichever is greater.*

START UP: \$500.00 + GST per day payable in advance or 19% of gross revenue *whichever is greater.*

NON-Members \$600.00 + GST per day payable in advance or 22% of gross revenue *whichever is greater.*

1. Once your selected for the event, you must pay the upfront site fee to confirm your allocation.
2. Upfront site fee must be made within 3 days of receiving an invoice.
3. Failure to pay invoice may result in your position being cancelled.
4. An additional balance invoice will be sent post event should your balance exceed the upfront site fee.

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ADDITIONAL TERMS AND CONDITIONS:

Power:

This site to be a generator free zone. You cannot use your generator at this event. Power will be provided to each vendor for a cost of \$80.00 per outlet. If you require overnight power, there is an additional charge.

Mobile Food Vendors must ensure that their power leads are tested and tagged by a licensed electrician and secured in a safe and appropriate manner. Electrical equipment must comply with relevant Australian standards and regulations.

Beverages:

- Vendors will **NOT** be able to sell any drinks on site. This excludes coffee, tea, juices, smoothies etc. Prior written approval will be required on confirmation. Please make sure these are listed on your menu when applying.

Menus and Pricing:

- A full menu of items to be sold at the event (including a price list) will be required.
- Once approved, the menu must be displayed on your outlet in clear view for customers.

Cancellation Fee:

Your upfront fee (per day of trade) will be retained if you cancel within 14 days of event commencement. This cancellation fee will be applied for logistic reasons which including time to replace you with another vendor, minimum time for Streatrader application and marketing campaign.

Cash registers:

- Cash registers must be placed at the front of your outlet so that there is a clear view of price reading.
- We will require a final sales report at the end of each nights trading.
- Cloud version of sales report (such as square) needs to email to info@amfvg.com.au at the completion of each trading day
- If you don't have a cash register you will need to advise AMFVG ASAP, so alternative arrangements can be made.

Gas and Sullage:

- Mobile Food Vendors are responsible for removing any gas bottles and / or sullage from the event site at the conclusion of the event. No bottles are to be left on site for collection by gas companies.
- Sullage pup-outs are available on-site for \$75.00 per pump-out
- A sullage spill fee of \$400.00 will be charged for any spillage, overflow or discharge of sullage onsite.

Rubbish:

- All vendors are to remove any waste and sullage offsite.
- No waste or sullage facilities will be available.
- It is your responsibility to dispose accordingly.
- Any vendor seen to be leaving rubbish behind will be fined.

Damage:

- Please await instructions from the site manager on bump in/ out.
- Do not enter/ leave site prior to receiving the above instructions.
- Any damages to grass or surrounding; your outlet you will be liable.
- Drive slowly and carefully always.

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Council inspections:

City of Melbourne will be on site doing inspections of all food operators.

- Please make sure your outlet is compliant
- Please make sure all leads are tested and tagged.
- Outlets that do not meet council standards will not trade.
- If you have any questions, please contact the office.

Marketing:

To promote the event, AMFVG develop a specific marketing campaign for The Food Truck Festival - Melbourne. Our in-house team develop the campaign for a broad audience to secure radio, tv, print and online coverage plus direct marketing to the local community. The campaign is promoted via our social channels, media partners and food truck network.

Social media:

Successful vendors will be sent the social media poster and social tile prior to the event. Please share on your social channels to promote your attendance.

Terms & Conditions:

Successful Mobile Food Vendors will be invited to participate at the event by email and by accepting and confirming your availability to trade on the nominated day(s), you also agree to and acknowledge the terms and conditions set out in this document. If a vendor fails to comply with any of the terms and conditions communicated in this document, we reserve the right to immediately stop the vendor from trading and cancel any remaining days with immediate effect. We also reserve the right to cancel the event, reschedule or refuse vendor participation without notice.

Further terms and conditions may apply and will be given to participating vendors.

Please don't hesitate to contact AMFVG if you have additional questions.

Kind Regards,
AMFVG team