

# EXPRESSION OF INTEREST



AMFVG is proud to announce

## The Food Truck Festival Werribee

The Food Truck Park is coming back to Werribee! The City of Wyndham community is set to feast on Melbourne's best food trucks, craft beer bar, entertainment and artist markets. AMFVG are excited to take the mobile catering industry to an up-and-coming cultural hub of Melbourne's west. An area that has a big community spirit and large interest in hosting and supporting new events.

### Location:

Presidents Park - Werribee  
Cnr Heaths Rd & McGrath Rd, Werribee

### Event Dates:

5 Day Event Wednesday 28 November - Sunday 2 December 2018

### Event Trading Times:

Wednesday – Thursday: 5pm -10pm  
Friday – Sunday: 11am -10pm

### Bump In:

Wednesday – Thursday: 2pm  
Friday – Sunday: 8am

### Bump Out:

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

*If you are trading consecutive days, bump out will only be permitted on your final day of trade.*

### Event Fee:

PRO: \$250.00 per day payable in advance or 16% of gross revenue *whichever is greater.*  
GROW: \$300.00 per day payable in advance or 18% of gross revenue *whichever is greater.*  
START UP: \$350.00 per day payable in advance or 19% of gross revenue *whichever is greater.*  
NON-MEMBERS: \$550.00 per day payable in advance or 22% of gross revenue *whichever is greater.*

1. Once you're selected for the event, you must pay the upfront site fee within 5 business days to confirm your allocation.
2. Failure to pay invoice 5 business days will result in your position being cancelled.
3. An additional balance invoice will be sent post event should your balance exceed the upfront site fee.

### Type of Vendors:

We are seeking a selection of savory, sweet, coffee and ice cream vendors for this event. The expression of interest is now open to Mobile Food Trucks, Trailers, Carts and Marquees.

### **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 \$60.00 per lead per day. If you require overnight power, it is \$40 per lead.

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.

# EXPRESSION OF INTEREST



## 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 booking 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@amfvfg.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.
- A sullage spill fee of \$200.00 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.

## Council inspections:

City of Whittlesea 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 Weribee. 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 via support from City of Wyndham. The campaign is promoted via our social channels, media partners and food truck network.

# EXPRESSION OF INTEREST



## 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 reschedule or cancel vendor participation without notice.

Further terms and conditions will be provided to successful applicants.

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

Kind Regards,  
AMFVG team