

THE OXNARD Tamale Festival

Welcome Vendors:

Thank you for your interest in the 11th Annual Oxnard Tamale Festival, scheduled for Saturday, December 1, 2018. We invite you to join us, whether you are one of our seasoned vendors or a new participant. But please act promptly to guarantee your place as booth space is assigned on a FIRST COME, FIRST SERVED basis.

Each year, the festival features excellent food, great music, and wonderful arts and crafts. Last year's event drew over 10,000 people and was a huge success. The demand for fresh, delicious tamales has always been great and participating tamale vendors testified being extremely successful and selling out. Non-food vendors also reported having an exceptional day of sales and looking forward to returning to the festival this year. We are expecting an equally large turnout, with music again provided by Radio Lazer Broadcasting Corporation. We want to bring on more vendors to ensure we have an answer for our customers' appetites.

We are looking for food vendors, as well as Arts & Crafts and Commercial vendors to complement the festival. For your convenience the application packet is attached and includes:

- Event Rules and Regulations
- Food Vendor Application
- Non-Food Vendor Application (Arts & Crafts and Corporate)
- City of Oxnard Fire Department Food Vendor Requirements (Food Vendors)
- Ventura County Environmental Health Permit **Information** (Food Vendors)

Only complete vendor applications will be accepted. Please do not leave any blank spaces and be sure to attach any required documents. It is not necessary to type the application, but it must be legible. Please include two (2) color photos of the product you wish to sell.

To simplify the application process and avoid delays, please submit all your completed paperwork and the required fees together at one time. Additionally, we are encouraging electronic submissions this year, so you can scan and email your application, and then mail in your payment in the form of a CASHIER'S CHECK, CHECK, or MONEY ORDER, made payable to CITY OF OXNARD to the address provided on the application.

Applications and full payment must be received no later than **Thursday, October 18, 2018 for food vendors** and **by Thursday, November 15, 2018 for all others**. Early submissions are greatly appreciated and allow us to create an accurate festival map which attendees will use to find you.

We have a staff member, Marisue Eastlake, dedicated to publicity for this event. To help attendees get to know you better, she or another staff member will contact you to get information about your tamales and business which we will post on our social media pages. Please have some photos of your product ready to send to her. The goal is to attract people to the festival, and in particular, your booth. Please provide us with your social media usernames so that we can tag you in our posts.

Regarding social media: we recommend that you also post pictures and other information showing you will be attending the festival. If you do this, please include our social media usernames and hashtag. Our Facebook and Instagram usernames are "OxnardTamaleFestival" and our Twitter username is "OxnardTamales". Be sure to also include "#OxnardTamaleFestival" in each of your posts.

Every one of you, whether you are Arts and Crafts, Commercial, or any of our food vendors, is crucial to the life and success of this festival. Vendor selection, however, will be limited and made in the

spirit of providing a well-balanced vending area. We reserve the right to make all final decisions on vendor acceptance.

Please include your email address on the application for future mailings about our events and applications. We look forward to working with you to make this year's event the best yet. For further information, please contact Yolanda Piña at yolanda.pina@oxnard.org, or call her at the City of Oxnard Recreation office, (805) 385-7995, or her cellphone, (805) 377-5820.