

January 30, 2007

To: DFW Metroplex Business Owners

RE: CINCO DE MAYO FIESTA - May 5th from 11:00PM- 7:00 PM

To Whom It May Concern:

One Hot Tamale Productions in Lewisville invites you to participate in the 5th annual CINCO DE MAYO Fiesta. Last year's event drew several thousand people and we awarded two scholarships to two outstanding students of Mexican American descent. With your help, the 2007 CINCO DE MAYO can provide a free, fun family event, while helping our Hispanic youth. We are very excited about this year's event and look forward to working with all our great vendors! With the help of our sponsors, the City of Lewisville and YOU this year's event will be even better than ever! We can all work together to help maximize the exposure to those businesses who participate in the event as well as the historic downtown Lewisville area.

CINCO DE MAYO in Lewisville is a growing venue and I am sure you know event marketing is a very successful way to reach a target audience while test marketing a new product or reinforcing a message that you want to deliver. Please consider becoming a part of CINCO DE MAYO in Lewisville and investing in the community and reaching your potential customer.

The event is Saturday, May 5th from 11:00AM- 7:00 PM. Thank you for your consideration and attention to this matter. If you have any questions, please feel free to contact me at 972-436-4333 or 214-728-4560.

Sincerely,

Rebecca Leal Behnke
CINCO DE MAYO FIESTA Organizer
Dallas Tortilla & Tamale Factory
Cinco de Mayo 2007

Dear Vendor,

Thank you for your interest in **CINCO DE MAYO FIESTA**. This year's event will be held on Saturday, May 5th from 11:00aM – 7:00PM. Dallas Tortilla & Tamale Factory of Lewisville sponsors **CINCO DE MAYO** and working in cooperation with other organizations to create an event to help the revitalization efforts of Old Town Lewisville and local Hispanic youth. We are looking forward to working with you and appreciate your participation. The cost for food vendor is \$50.00 and \$25.00 for non food arts & crafts vendors. Please take a moment to fill out the following form and send it back to the address listed below.

Name of business: _____

Contact name and phone number:

MENU ITEMS: List type of items you are selling. (Please limit yourself to items agreed upon)

List prices of items to be sold: _____

Do you need a 10x10 tent and tables? _____

Rental Tent Price- \$20.00 is additional. Acceptance of vendor's 10X10 Tent is subject to event coordinator approval)

Will you need any electrical power? _____ How much? _____

(There is a \$10.00 additional fee associated with electrical power)

Do you have any photos/camera ready logo for publicity purposes? _____

This is a vendor agreement between One Hot Tamale Productions and (Your name here)

_____ to sell/ market your products on Saturday, May 5th from 11:00AM – 7:00PM. One Hot Tamale Productions has agreed to provide the event area, police protection, and portable restrooms and the sound equipment when applicable.

You _____ (Vendor Name) have agreed to pay for booth space and operate your booth the entire time of the event and not to sell any items that were not previously stated above.

If you have any questions, please call Rebecca Behnke at 972-436-4333, or email me at lealrebel@aol.com. Thank you.

Completed forms can be mailed to: Dallas Tortilla & Tamale Factory 310 So. Mill St. Lewisville, Texas 75057. SPACE IS LIMITED, so please submit your registration early. DEADLINE IS APRIL 1ST. 2007.

****Company (Food Vendors Only) must provide a copy of their certificate of liability insurance coverage with the registration form.**

Sincerely,

Rebecca Leal Behnke

VENDOR RULES & REGULATIONS

- 1) **Door Prizes:** Awarding of door prizes is permitted. Vendors take sole responsibility for door prizes and delivery of door prizes.
- 2) Vendors are encouraged to distribute samples, catalogues, pamphlets, brochures, souvenirs, business cards and “give aways”; and provide explanations of products, give demonstrations, or have interactive games. All items sold are restricted to items listed on registration application. All activity is restricted to within the booth space.
- 3) **Booth space** includes 10’ x 10’ space. Only Vendors reserving electrical connection on the registration form, and having the service availability verified by CINCO DE MAYO and it’s agents, will have electrical service available at their booth space. All exhibit elements must stay within booth space boundaries.
- 4) **Exhibit Courtesy** must be maintained for the benefit of all Vendors. Sound equipment, sound making devices or lighting devices which are objectionable and can be heard or seen outside the booth space will not be permitted.
- 5) Booths are required to have staff member presents at all times during the exhibit times. Vendors may not sublet their space or any part thereof. Nor shall any vendor permit personnel to a non-exhibiting company to use their booth to conduct activities or to display.
- 6) **Vendor exhibit hours** are Saturday, May 5th from 11:00 am – 7:00 pm. Booths **must be set up** and ready for business no later than 10:00pm, and **taken down no earlier** than 7:00 pm or later than 8:00 pm on Saturday, May 5, 2007. Vendors will be allowed in to the vendor location at 9:00 am the day of the event. The Vendors will forfeit spaces not occupied by 10:00 am the day of the event and that space may be resold, reassigned, or used by the CINCO DE MAYO without refund. Load is from 9:00-10:30am on Sunday, May 5th. .Please load in from Whatley St. See attached map.
- 7) **Liability:** The City of Lewisville, Old Town Business Association, and One Hot Tamale Productions will not be liable for any loss or damage to property or Vendors or their employees due to fire, theft, accidents or any cause whatsoever that may arise from use and occupancy of provided space or building. The exhibitor agrees to indemnify and hold harmless The City of Lewisville, Old Town Business Association, and One Hot Tamale Productions against any and all liability arising from any and all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees or any other such persons.