

ALTOONA PALOOZA 2011

Altoona Palooza - IS Back! Year two – looks to be bigger and better with a 2 day event.

Altoona Palooza will be held on the evening of August 26 and a daylong event on August 27, 2011 at the north end of the Sam Wise Sports Complex.

The event will include activities and entertainment for the entire family. Altoona Palooza will start Friday August 26th at 5pm – 11p.m. and Saturday August 27th runs from 7 am until midnight.

Attractions on Friday evening include fun and games, beverage/beer garden, a wine garden and the band, *Faculty Lounge*, starting at 8 p.m.

Saturday promises to be a fun-filled day including mud volleyball tournament, softball tournament, car show, kids activities and Kids Karaoke in the afternoon, three back-to-back bands starting at 4:30 p.m., a beverage/beer garden, inflatable's, bingo and more! Check out our website for all the details!

We had over 4,000 people attend our first Altoona Palooza last year! We are extremely excited about the enthusiasm this event is causing within the community. This event is a new tradition for Altoona that can be the heart and soul of its residents, creating community pride and dedication.

To enhance all of the activities and entertainment, we are offering vendor opportunities for both food and service organizations. Outlined below are the vendor details.

Sincerely,

Sara Kern, Altoona Palooza Vendor Co-Chair
Ann Moyna, Altoona Palooza Co-Chair
E-mail: Vendor@altoonapalooza.com



VENDOR OPPORTUNITIES

Application deadline: August 7, 2011 the electrical requirement form **must** be submitted with Vendor application. If not notified of the requirement of specific electrical needs, there will be a \$150 fee.

Friday Vendors - Non-Profit

Food Vendor (Friday 5p.m. – 10p.m.) - \$50

Service Vendor (Friday 5p.m. – 10p.m.) - Free

Vendor space: 20'x20' – Vendor provides own table, tent and or self-contained trailer

Please note: Only Red Bull, Coffee, Tea and Milk can be sold by food vendors.

- Must submit application for approval
- Fee due upon application approval
- Must provide proof of:
 - Insurance
 - Dept. of Health documents
 - Iowa Sales Tax Permit

Saturday Food Vendor - \$150 plus 10% of sales

Food Vendor space: 20'x20' – Vendor provides own table, tent and or self-contained trailer

Please note: Only Red Bull, Coffee, Tea and Milk can be sold by food vendors.

- Must submit application for approval
- \$150 due upon application approval
- Must provide proof of:
 - Insurance
 - Dept. of Health documents
 - Iowa Sales Tax Permit

Saturday Service Vendor - \$100 - 20x10 space

\$50 - 10x10 space



VENDOR FORM

Contact Name & Title: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Signature: _____ Date: _____

Please provide a reference from a previous event you have been a vendor.

Event Name: _____ Contact: _____

Were you a vendor at the 2010 Altoona Palooza? Circle: YES or NO

Yes, we would like to support the 2011 Altoona Palooza by providing the following:

Food vendor – describe: _____

Service vendor – describe: _____

Friday Non-Profit Food Vendor: \$50

Friday Non-Profit Service Vendor: Free

Saturday Food vendor: \$150 plus 10% of the sales

Saturday Service vendor: \$100 (20x10) or \$50 (10x10)

PLEASE NOTE: All products or services offered should be beneficial to Altoona Palooza. Each product or service offered has to be confirmed and approved in advance by the Altoonapalooza committee.

Food Vendor check-in and out times:

Friday Non-Profit vendors check-in before 5p.m. checkout after 10p.m.

Saturday Food vendors check-in before 9a.m. checkout after 11p.m.

Saturday Service vendors check-in between 7a.m.-9a.m. you may pack up after dusk.

Please fax this completed and signed form to Sara Kern, c/o Altoona Area Chamber at 515-967-3346. The form and monies can also be mailed to: Altoona Palooza, c/o Altoona Area Chamber, 119 2nd St. SE, Suite A, Altoona, IA 50009

All monies must be received before or by August 7, 2011. For further information, please contact Sara Kern at Vendor@altoonapalooza.com