



2022 - NJFF Food Vendor Application Instructions - 2022

The New Jersey Folk Festival seeks applications for food vendors for the festival on April 30th, 2022 on the grounds of the Woodlawn Mansion on the Cook/Douglass Campus of Rutgers University, New Brunswick. As part of the larger Rutgers Day celebration across campus, the New Jersey Folk Festival is an anchor event which has drawn over 10,000 people in previous years.

Our festival theme for 2022 is “On the Move: Transportation and Migration.” The mission of the festival is to highlight the cultural traditions and heritage of communities in the state of New Jersey. New Jersey businesses and food vendors offering culturally-based cuisines are given priority consideration.

We are especially interested in finding vendors whose food offerings or stories connect with the 2022 theme of Transportation and Migration. Food trucks and mobile vendors, immigrant-led food businesses, and vendors whose cuisine is influenced by crossing culinary borders are especially encouraged to apply.

2022 Changes and Priorities: We are returning to an in-person program for the first time since the pandemic and have changed many of our procedures and priorities. Vendor spaces are more limited than at previous festivals in order to provide extra space for social distancing. The overall festival will have one main performance stage with performances from 10-6pm, a craft vendor path, food vendor areas, and a heritage demonstration area. We will be accepting a maximum of 12 large vendors for 20-foot spaces and 5 small vendors for 10-foot spaces. Our vendor selection process will favor vendors whose offerings match the theme and mission of our festival. ***Previous participation in the festival does not guarantee acceptance. No vendor will be given more than one space.***

COVID-19

Vendors will be required to comply with all COVID-19 safety requirements of Rutgers University. The festival abides by Rutgers University operating status and policies. If the event is canceled

by the University, full registration refunds will be given to vendors (not including permit fees). More information on COVID-19 policies and compliance will be provided if accepted.

Contact

Your point of contact for the festival will be NJFF Associate Director Matthew Hueston and intern Grace Massell. Mr. Hueston has been involved with the festival for over 10 years. Direct all questions to:

food.njff@gmail.com

New Jersey Folk Festival

131 George Street

Ruth Adams Building Rm 201

New Brunswick, NJ 08901

Timeline - Application Process

Monday, February 28, 2022 – Food Vendor Application Due By Midnight

All food vendors, regardless of past participation, will be required to submit an application to be a food vendor at the 2022 NJFF. The application will require vendors to identify one category that they wish to be considered for and require one reference from participation in another festival.

- Submit your application here: <https://airtable.com/shrlwL5xHMKIAkPif>

Wednesday March 9th, 2022 – Vendor Acceptance Notification By Midnight

After applications are received, the NJFF team will review all applications. The NJFF team will work to ensure that there is a balance of food offerings with minimal duplication.

Monday, March 21st, 2022 – Confirmation and Payment Due By Midnight

Once accepted, vendors will have until this date to review festival guidelines, confirm participation, complete required forms and submit payment of registration and permit fees.

Payment will be accepted by check or by Paypal this year.

Monday March 28th, 2022 – Final Cancellation Requests Due By Midnight

Requests for cancellation by food vendors are due in writing to food.njff@gmail.com. Once received, vendors will receive a refund of registration fees. Any cancellation less than 30 days prior to event will result in forfeiture of vendor fee.

Monday, April 18, 2020 – Final Event Details Distributed to Vendors via Email

Saturday, April 30, 2022 – Festival Day! Make \$\$\$

Categories & Fees

All vendors must choose one category to apply. No vendor will be given more than one vendor space. The number next to the category indicates the maximum number of vendors in that category that we will accept in 2022.

SMALL 10' VENDOR SPACES (5 vendors)

Small Vendor spaces with a 10-foot frontage area will be located near the Craft Vendor path area of the festival. These spaces are intended for vendors who will be vending out of a 10x10 tent. No large food trucks or vendor rigs are permitted in this category. Spaces are on grass but adjacent to an asphalt walkway. If you are a vendor selling items in this category but would like a large space at the higher rate, please inquire.

Tier One: Desserts and/or Beverages - \$350 Registration Fee (2)

- Popcorn / Kettle Corn
- Cotton Candy
- Ice Cream / Frozen Yogurt
- Belgian Waffles / Waffles / Donuts / Ice Cream
- Cotton Candy
- Cheesecake, Cakes, Pies
- Fruit Cups/Smoothies
- Coffee Beverages

Tier Two: Artisan or Local Foods - \$350 Registration Fee (3)

This category is broad but favors specialty, local, or culturally-based food offerings. Is your food business small but special? Are you just starting out? This might be the category for you.

- Small or emerging vendors of culturally-specific and specialty foods
- Packaged, locally-made foods including jams, honey, cakes, spices, sauces, fudge etc
- Farmers-market style vending of fresh produce, meats, prepared foods, etc
- Other - Surprise us!

LARGE 20' VENDOR SPACES (12 vendors)

Large Vendor spaces with a 20-foot frontage are located across in our usual food vendor space on the side of the festival grounds perpendicular to the main stage with a wooded area behind. Large vendor spaces are appropriate for food trucks or vendor rigs. Spaces are on grass. ***There is no power or water hook-up - vendors must provide their own generator (electric generators preferred)***. If a vendor offering the following foods wishes to apply for a small vendor space, please inquire.

Tier Three: Cultural & Specialty Foods - \$650 Registration Fee (6)

Vendors and food trucks offering 1) Foods based in cultural traditions; 2) Vegetarian and vegan food; and 3) Farm-to-table cuisine. ***We especially welcome vendors who align with our festival theme and mission in this category.*** If you are a smaller or emerging vendor, see our Tier Two: Artisan and Local Food category above. We welcome a broad range of vendors in this category, including but not limited to:

- Indigenous Cuisine
- African
- Indian, South Asian
- East, Southeast, Central Asian
- Mexican, South American, Caribbean
- European Specialties
- Middle Eastern, Mediterranean
- BBQ, Cajun, and Southern
- Vegetarian/Vegan
- Local, Farm-to-table, Jersey-Specific
- Other - Surprise Us!

Tier Four: Standard Event Foods - \$700 Registration Fee (4)

Vendors offering standard American event food of the following categories:

- Burgers and Dogs [Hot Dogs, Hamburgers, Chili Dog]
- Pizza & Pasta [Pizza, Calzones, Strombolis]
- Sandwiches, Subs, Cheese Steaks, Sausages, Fat Sandwiches, Gyros
- Crepes
- Roasted Corn
- Seafood/Fish & Chips
- Cheese Curds
- Italian Ices

Tier Five: Premium and Exclusive Vending – Various Fees (2)

One vendor only in the following categories will be selected:

- Fried Dough [Exclusive Sales of Funnel Cakes & Fried Dough Items] - \$750 Fee
- Soda in Collectible Mugs [Exclusive] – \$1550 Fee

Unrestricted Items

The following items can be sold by any vendor in any category:

- Drinks: Soda, Lemonade, Bottled Water, Juice – Must Be Coca Cola Products
- Fries: Straight, Curly, Cheese Fries, Sweet Potato Fries, Spiral Fries, Waffle Fries, Butterfly Fries
- Pretzels

Requirements

Food vendors must adhere to all requirements set forth by the New Jersey Folk Festival, Rutgers University and local regulatory agencies. A full list of requirements will be sent for vendor review after acceptance. If accepted as an NJFF 2022 food vendor, you will be required to submit the following:

- Vendor fee, in the form of a check or paypal
- Proof of Comprehensive General Liability Coverage certificate with a minimum limit of \$1 million listing Rutgers and New Jersey Folk Festival Inc as an additional insured

Vendors will be responsible for submitting the following permit applications and fees and will be prepared for inspection on the day of the festival:

- One-Day Temporary Establishment License from the local Board of Health
- Rutgers University fire permit

Space and Vending Time

- Vendors will be allowed a 10 x 10 or 20 x 20 space for their sales area.
- Vendors will be inspected for compliance with the Department of Health, Rutgers Environmental Health & Safety, and/or University Sanitarian
- Actual length of sale time is 9:00am – 6:00pm
- Food booths must stay open and operational until 6:00 pm. Vendors ceasing sales before 6:00 p.m. will be banned from applying to future NJFF events.

Other Information:

New Jersey Folk Festival abides by many of the same standards as Rutgers Day, with a few exceptions regarding time of sale and size of space as noted above. Please observe all these common regulations with Rutgers Day / New Jersey Folk Festival

- Submitting a food vendor application does not guarantee acceptance
- Rutgers / NJFF does not provide electricity
- Rutgers / NJFF does not provide tables, chairs, booths, tarps or any other furnishing or equipment
- Alcoholic beverages are not permitted
- Glass containers are not permitted
- If vendor chooses to sell brand-name beverages, including bottled water, vendor must sell only Coca Cola products
- Vendor is permitted to sell generic lemonade or punch made from bulk mixes
- Rutgers / NJFF does not guarantee exclusivity of items sold in most cases. NJFF does offer limited exclusivity for soda and funnel cake vendors and strives to avoid duplication.
- Rutgers will dispose of customary and reasonable amounts of garbage and recycling in heavy clear plastic bags, which vendor must provide
- Vendor vehicles may not exceed 10,000 pounds, gross vehicle weight
- Personal vehicles are not permitted as part of set up, unless it is the main vending vehicle.
- All vendors must arrive on site no later than 8:00 a.m.
- No substitution of vendor will be allowed
- Advertising for Rutgers Day / NJFF is the sole responsibility of Rutgers / NJFF
- Use of loudspeakers or any type of public announcement system is strictly prohibited
- Any cancellation less than 30 days prior to event will result in forfeiture of vendor fee