



## Vendor Information Package

### Food Fest of Pasco 2010

Saturday, February 13, 2010  
11:00am-2:00pm  
Saint Leo University (outdoors)

### Presented by Pasco Regional Medical Center

The Saint Leo University women's basketball team is pleased to announce the *Food Fest of Pasco 2010*. This community wide celebration will be held February 13, 2010 from 11am-2pm on our beautiful campus located in Saint Leo, FL. The *Food Fest of Pasco* will bring an array of foods, tastes, flavors, and cultures of Pasco County together on one amazing day at Saint Leo University.

We are inviting 20-25 food vendors to participate and are looking for a variety of food; so if you are in the business of **TASTE**, then we invite you to be a part of the *Food Fest of Pasco*. This is a great opportunity for you to showcase your restaurant by preparing and selling "tastes" of your most popular dishes. Tastes cost between \$1.00 and \$4.00.

Not only does this day include great food and great fun, it is also benefiting a great cause. Twenty-five percent of the funds raised from this fantastic event will benefit the WBCA Pink Zone Initiative. The WBCA Pink Zone initiative is a global, unified effort for the Women's Basketball Coaches Association's (WBCA) nation of coaches to assist in raising breast cancer awareness on the court, across campuses, in communities and beyond. The Saint Leo University women's basketball team's charity of choice is the Kay Yow WBCA Cancer Fund. We, the members of Saint Leo University women's basketball team, have pledge to "assist in the fight against breast cancer" and with your support you can assist in this great cause and also be a part of this community wide celebration.

If you would like to participate in this year's Food Fest of Pasco, please complete the attached informational sheet or contact me, Terlynn Olds, at 352-588-8290.

Regards,

Terlynn Olds  
Head Women's Basketball Coach  
Saint Leo University  
[Terlynn.Olds@saintleo.edu](mailto:Terlynn.Olds@saintleo.edu)  
352-588-8447

**2010 FOOD FEST OF PASCO VENDOR/EXHIBITOR/SPONSOR SIGN-UP FORM**  
**11 AM TO 2PM ON SATURDAY, FEBRUARY 13**

<b>Opportunity</b>	<b>Benefits and Requirements</b>	<b>Cost</b>
<b>Exhibitor Package (no selling of food or beverages of any kind)</b>	<ul style="list-style-type: none"> <li>• 10'x10' space, 2 tables and 2 chairs.</li> <li>• A tent is required and must be provided by exhibitor</li> <li>• Individual Display Sign for booth</li> <li>• Exhibitors must adequately staff booth and provide sufficient supplies, materials, brochures during the entire event</li> </ul>	<b>\$150.00</b>
<b>Vendor Package</b>	<ul style="list-style-type: none"> <li>• Installed 10'x10' tent without sides - <b>to the FIRST 20 SPACES RESERVED</b></li> <li>• (2) 6-foot rectangular shaped banquet tables and two chairs.</li> <li>• 5 Complimentary tickets for people representing your business.</li> <li>• Provide 1 waste receptacle with liners for booth.</li> <li>• Provide disposal of trash and oils with assistance of a vendor representative.</li> <li>• Provide uniform signs for each vendor participating in <b>Food Fest of Pasco.</b></li> <li>• Listing in promotional materials &amp; site map.</li> <li>• Listing in the Saint Leo University campus restaurant directory.</li> </ul>	<b>FREE</b>
<b>Presenting Sponsor</b>	<ul style="list-style-type: none"> <li>• Prominent logo placement on website, printed materials, Correspondence and on all promotions done for <b>Food Fest of Pasco;</b></li> <li>• Logo prominently displayed on our event banner and posters;</li> <li>• Mention in event media spots;</li> <li>• 10 x 10 tent space at event to display and showcase products;</li> <li>• 30 complimentary event tickets;</li> <li>• 20 complimentary women's basketball home game tickets;</li> <li>• Recognition during halftime of women's basketball game;</li> <li>• Individual display sign at the event;</li> <li>• Business name, address, phone, photo, short description of business and URL listed in our website business directory;</li> <li>• 1 V.I.P Parking Pass</li> </ul>	<b>\$2500 Plus</b>
<b>Official Sponsor</b>	<ul style="list-style-type: none"> <li>• Name prominently displayed on website;</li> <li>• 20 complimentary event tickets;</li> <li>• Name displayed on our event posters;</li> <li>• 10 x 10 tent space at event to display and showcase products;</li> <li>• Opportunity to serve as "coach for the day" at a women's basketball home game;</li> <li>• Individual display sign at the event;</li> <li>• 10 complimentary women's basketball home game tickets;</li> <li>• Business name and URL listed in our website business directory;</li> <li>• 1 V.I.P Parking Pass</li> </ul>	<b>\$1500.00</b>
<b>Supporting Sponsor</b>	<ul style="list-style-type: none"> <li>• Name displayed on website and event posters</li> <li>• Individual display sign at the event;</li> <li>• 5 complimentary event tickets;</li> <li>• 5 complimentary women's basketball home game tickets;</li> <li>• 1 V.I.P Parking Pass</li> </ul>	<b>\$500.00</b>
<b>Charitable Sponsor</b>	<ul style="list-style-type: none"> <li>• Name displayed on website</li> </ul>	<b>\$100.00</b>
<b>Media Sponsor</b>	<ul style="list-style-type: none"> <li>• Name prominently displayed on website and event posters;</li> <li>• 5 complimentary event tickets;</li> <li>• 2 complimentary women's basketball home game tickets;</li> <li>• 1 V.I.P Parking Pass</li> </ul>	<b>Coverage</b>

Ala Carte Options	Cost
• Extra 6-foot rectangular shape banquet table	\$10.00
• Extra chair	\$2.00
• Electrical Service- <b>first come- first serve</b>	\$35.00
• Extra 10'x10' canopy- <b>first come-first serve</b>	\$100.00
• Website business listing (business name, location , phone, and URL)	\$100.00
• Website business listing (business name, location, photo, description, and URL)	\$150.00

### **Food Fest of Pasco Vendor Expectations**

- Vendors are responsible for keeping their foods cold and/or hot.
- Have promotional items available for distribution: business cards, coupons, menus, and give-away items.
- Have display sign with menu items and cost (taste cost between \$1.00 & \$4.00).
- Have necessary paper good items.
- No vendor may sell any type of beverage including but not limited to alcohol, water, juices or soft drinks/sodas. No sale or displays are permitted of any type of tobacco products, drug, paraphernalia, weapons, or obscene material.
- Ice will not be provided to vendors but will be available for purchase .Water will not be available.
- Golf carts or hand trucks are not available.
- Have all necessary permits i.e. occupational license and proof of insurance.
- Fire extinguishers are mandatory in each food booth and must be provided by vendor.

### **Food Fest of Pasco 2010 At-A-Glance**

- Estimated Attendance: 3,000-4,000
- Date: Saturday, February 13, 2010
- Hours: 11:00am - 4:00pm
- Location: Saint Leo University - Outdoor parking lot.
- Entertainment: Family-friendly activities, music, and much more.
- Vendors from throughout Pasco County are invited to participate (East, West, & Central).
- Food Sales: Vendor keeps all profit.
- Vendors are encourages to serve a “taste” (2-4oz) so guests can sample many tastes throughout the event.

### **2010 Promotional Plan**

- Dedicated web site.
- Posters, e-blasts, website ads, banners and selected local media advertising.

### **The Cause**

**The Kay Yow/WBCA Cancer Fund** was announced on December 3, 2007, during the Jimmy V Classic. **The Kay Yow/WBCA Cancer Fund**, in partnership with The V Foundation for Cancer Research, will raise money in the fight against women's cancers. The Fund was the first women's initiative that the WBCA has chosen in its 28-year history, and is also the newest women's initiative for The V Foundation. The late **Kay Yow**, former North Carolina State University Head Women's basketball coach, was a past president and founding member of the Women's Basketball Coaches Association (WBCA), and a galvanizing voice for the Association. **Yow** was first diagnosed with breast cancer in 1987, and passed away on January 24, 2009, after facing her third bout with the disease. In her 38 years as a head coach at the college-level, **Yow** was one of only six Division I head women's basketball mentors to achieve 700 career victories. **Yow** was also the head coach of the 1988 US Olympic Team that won the gold medal in Seoul.



**Presented by Pasco Regional Medical Center**

**Vendor/Sponsor Information Form  
February 13, 2010 11:00am-2:00pm  
At Saint Leo University**

Vendor Name					
Address					
Phone/Fax					
Contact Person			Best time to Contact		
Please check opportunity level	Exhibitor	Vendor	Presenting	Official	Supporting
	Charitable	Media			
YES      NO	Do we have permission to use your name and logo in any advertising				
YES      NO	Can you provide us with a logo of your business?				
YES      NO	Would you like to be included in our contest? ( Best overall table, best fine dining, etc)				
Please check your restaurant category	Fine Dining	Casual Dining	Catering	Quick Service	Desserts

Please return completed form via fax (352)-588-8290 Attention Terlynn Olds  
or by email at Terylnn.Olds@saintleo.edu or regular mail to  
Food Fest of Pasco Event Services  
PO Box 6665 MC2038  
Saint Leo, FL 33574

Upon receipt of your information form a contract and application will be forwarded