

# July 19th & 20th, 2025

Location: 5909 E State St, Rockford, IL 61108  
Winnebago County

**Application Deadline: March 31st, 2025**

**LATE FEE WILL BE APPLIED IF SUBMITTED AFTER DUE DATE!  
& APP IS NOT FULLY SUBMITTED UNTIL PAYMENT HAS BEEN SENT IN**



## VENDOR INFORMATION

### HOURS OF OPERATION

Vendors must be ready to operate by the time our gate opens.  
Gate opens at 1pm and vendors must stay at least until 7:00pm.

### BOOTH SIZE/SPACE

All vendors must supply their own 10x10 **STRAIGHT-LEG** pop-up canopy. If you need more space you must purchase an adjunct space. The prices of spots are listed on page 2.  
All vendors must have a professional appearance.

### SET UP // CHECK IN

You will be escorted to your spot/location upon arrival.  
You may start setup as early as **8:00am** on Saturday morning. All **food vendors** must be setup by 11:00am for inspection by WCHD.

### VEHICLES

For safety reasons, please offload all your supplies, products, and equipment by 11:00am. All vehicles need to be removed out of the main festival area, by 11:00am.

### SHARED SPACES

Vendors cannot assign, sublease, or separate part of their assigned space. Only one company per space.

### VENDORS MERCHANDISE

**NO weapons, drinks, or liquids** are allowed to be sold at the event. We have the right to remove products that are not acceptable by city code, by law, or if we deem them inappropriate.

### ELECTRICITY

Electricity is **not** available at this event. Please arrange your electricity needs accordingly with your own generator.

### BEVERAGES // FOOD

**No drinks** of any kind may be sold or given away by any vendor unless you have a signed contract with us.  
No outside food or drinks are allowed at all.

### SECURITY

The festival provides security during festival hours and in between service hours.  
However, the Festival is not responsible for loss or stolen items. Please secure all items and never leave your area unattended.

### CANCELLATIONS

There are no refunds for any cancellations.  
This is a rain or shine event.

### CLEAN-UP FEE

At the close of the Festival, vendors must leave their space clean or face a \$100 clean-up fee.  
The Festival will provide a trash dumpster at your disposal. **FOOD Vendors** please discard liquids at your commissary.

### TICKETS

Food Vendors get 5 Passes and retail vendors get three.  
Anything extra is available at full price.

## HOLD HARMLESS AGREEMENT

I / We as a representative of my business agree to protect, indemnify and save and keep harmless Majestic Media(M.M.), its staff, UHAUL, it's staff Mexico Americanos Saliendo Adelante aka (MASA), it's staff and volunteers, the City of Rockford, its staff and any and all other businesses related to or involved in the

### CHOW DOWN FOOD TRUCK FEST

event against and from any incident or other occurrence on our about said premises, causing injury to person or property whomsoever and whatsoever and will protect, indemnify and save and keep harmless the above mentioned parties from any and all claim, cost or expenses arising out of our use of the aforesaid premises.

## MEDIA RELEASE

When you enter a Majestic Media event or program, you enter an area where photography, audio, and video recording will occur.

By entering the event premises, I consent to interview(s), photography, audiorecording, video recording and its/their release, publication, exhibition, or reproduction to be used for news, webcasts, promotional purposes, telecasts, advertising, inclusion on websites, social media, calendars, or any other purpose by Majestic Media and its affiliates and representatives. Images, photos, and/or videos may be used to promote similar M.M. & M.A.S.A. events in the future, highlight the event and exhibit the capabilities of M.M. You release Majestic Media (M.M.), its officers, employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, computer images, video, and/or sound recordings.

By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any use, exhibition, streaming, webcasting,televising, or other publication of these materials, regardless of the purpose or sponsoring of such use, exhibiting, broadcasting, webcasting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by Majestic Media or the person or entity designated to do so by Majestic Media.

You have been fully informed of your Consent, Waiver of Liability, Media Release, and H.H.A. before entering the event.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

My electronic signature is legally binding and I understand that it constitutes a legal signature confirming that I acknowledge and agree to the above terms of acceptance.

Date \_\_\_\_\_



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## APPLICANT INFORMATION

Business Name \_\_\_\_\_  
Food Metro Tax # \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_  
Phone/Cell \_\_\_\_\_  
Emergency Contact \_\_\_\_\_  
Emergency Cell \_\_\_\_\_  
Vendor Description \_\_\_\_\_

Would you like to donate an item for the door prize giveaways?  
 Yes  No // If so please describe the prize and the value.

## FOOD VENDORS

### FOOD TRUCKS / TRAILERS

Date Of Last Fire Dept Inspection \_\_\_\_\_

Please provide length of truck/trailer or set up.

Trailer ( \_\_\_\_\_ )  Food Truck ( \_\_\_\_\_ )  Other ( \_\_\_\_\_ )  
Length? Length? Length?

Booth Operator \_\_\_\_\_

Proposed Menu Items:

- \_\_\_\_\_ Price \_\_\_\_\_
- \_\_\_\_\_ Price \_\_\_\_\_
- \_\_\_\_\_ Price \_\_\_\_\_
- \_\_\_\_\_ Price \_\_\_\_\_

Reminder: No Drink Sales Allowed

## SIGN BELOW

The above-mentioned participant hereby submits this application for participation.  
By signing below, the participant accepts and agrees to all of the  
Terms and Conditions on each page of the agreement.

Signature\*\* \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

\*\*If signing form electronically - My electronic signature is legally binding and I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms of Acceptance.

OFFICE USE ONLY

Received by \_\_\_\_\_  
Food \_\_\_\_\_ Non Food \_\_\_\_\_  
Door Prize \_\_\_\_\_ Cash \_\_\_\_\_ Check \_\_\_\_\_  
Sponsor \_\_\_\_\_ Money Order \_\_\_\_\_ Paypal \_\_\_\_\_  
Date Of Payment \_\_\_\_\_

NOTES

## EVENT FEES

Please mark vendor type \_\_\_\_\_

- Non Profit 10x10 \$75.00\*\*
- Local Business 10x10 \$150.00
- Corporate Merchant 10x10 \$200.00
- Food Vendor 20x20 \$400.00\*

\*Plus any applicable fees with the WCHD

\*\*Must be a 501c3 and submit proof.

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Ask about our multi-event discount!

## VENDOR DESCRIPTIONS

**Locally Owned Business:** An artisan, manual worker, or business who handcrafts their items or sells their own sourced products but does not represent a specific brand other than their own.

**Corporate Merchant:** An entity who trades in commodities that they did not produce themselves, or that represents a nationally recognized brand I.E. Tupperware, Avon, Statefarm Insurance, Herbalife, Allstate, Office Depot, Paparazzi Jewelry, Mary Kay, Younique, Le-Vel, Plexus, BitCoin, Ambit Energy, and so on.

**Food Vendor:** Restaurants, grocery stores, and institutional food providers selling food. Please Note- Food vendors are **not allowed** to sell any type of liquids, drinks, or beverages.

**Non Profit:** Charitable organizations that are building awareness for their cause. Proof of 501c3 required with application.

## PAYMENT METHOD

**Please note.** Applications received without complete payment will not be considered and submitting an application does not guarantee a spot. Completed application, supporting documentation, and check should be mailed to:

**Make/Send checks to:**  
Majestic Media / Manuel Salgado  
207 Palm Ave.  
Rockford, IL. 61107

Paypal Link > <https://www.paypal.me/Majestic815>

➔ If using Paypal add \$5 to cover service fee.

Add \$50 for Late Fee if sent after due date.

## CONTACT INFO

Manuel Salgado  
msalgadowebb@hotmail.com  
815-209-3017





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## **FOOD VENDORS PERMIT REQUIREMENTS**

Food Vendors must have the following in order to vend at our events.

### **1. MetroTax Registration Number\***

Fill out the Local Sales Tax Registration Form and submit it to [metrotax@rockfordil.gov](mailto:metrotax@rockfordil.gov)

Please make sure to send that form to the MetroTax email above, **not** to us.

You may call the Local Sales Tax Section of the Finance Department at (779) 348-7165 or email [LocalSalesTax@rockfordil.gov](mailto:LocalSalesTax@rockfordil.gov) or [metrotax@rockfordil.gov](mailto:metrotax@rockfordil.gov) with questions.

### **2. Winnebago County Health Department Permit**

The form is available on our website and should also be submitted to WCHD not to us.

Questions/concerns regarding food product regulations and/or licensing should be directed to the Winnebago County Health Department – Michael Wood ( [mwood@wchd.org](mailto:mwood@wchd.org) )

### **3. Completed Application For Event**

Please make sure all fields are filled out and legible and both pages signed then sent back to us.

You can either email it to [msalgadowebb@hotmail.com](mailto:msalgadowebb@hotmail.com) or mail it in with check.

### **4. Insurance**

The Festival requires no less than \$1,000,000 in general liability insurance coverage. Food vendors must submit a certificate of insurance as proof of insurance.

### **\*REQUIRED DOCUMENTATION**

Vendor agrees that in the event, that this agreement is terminated as a result of Vendor's failure to provide required documentation, Vendor shall not be entitled to any refund but shall forfeit all amounts previously paid as liquidated damages.

**NOTE:** Submitting an application does not confirm vendor participation. The MASA Vendor Selection Committee will select vendors according to quality, variety, and presentation. The Committee will also place vendor's based on product, needs, and other criteria to ensure a good traffic flow for the event in general. At times placement is changed to comply with state or local law/fire department rules and regulations. We ask for your full cooperation if this ever happens.

## **ADDITIONAL INFO FOR VENDORS**

### **ELIGIBILITY RESTRICTIONS**

All individuals are welcome to participate in the festival, including culinary students, restaurants, and caterers as long as they adhere to all applicable state and local laws. For our guests outside of Winnebago County please make sure you have your proper licenses in place with WCHD (Winnebago County Health Department) and with the City Of Rockford MetroTax.

### **SIGNAGE**

Vendor may only display its own business signs and banners within the assigned booth space. Sponsor packages are always available if you would like your brand displayed in other festival areas or events.

### **CANVASSING IS NOT PERMITTED**

Vendors may only canvass from inside their booth/vendor area or space **ONLY IF** the promotional material is promoting the direct brand of your company. Anything else or extra has to be approved. **NO EXCEPTIONS.** Please do this in advance in case you have any questions.

### **RAFFLES**

Raffles may be permitted but must submit a request for approval. Please take into consideration local laws on raffles. Note\*\* the fest has sole rights for the 50/50 raffle.

### **VIOLATIONS**

Vendor acknowledges that a breach of any of the terms of this Agreement may result in the termination of this Agreement and the preclusion of the Vendor's participation in the Festival or any future M.A.S.A. & Majestic Media events.

Vendor shall not be entitled to any refund but shall forfeit all amounts previously paid as liquidated damages.

### **CANCELLATIONS**

Vendor understands in the event the Vendor cancels before the event or fails to either show up to event or provide the required documentation, permits, and fees, the entire vendor fee will be forfeited.

### **APPLICATION DEADLINE**

**Deadline is March 31st, 2025.**

Anything submitted after due date will result in a **late fee of \$50.00.**

### **GOVERNING LAWS**

This Agreement shall be governed by the laws of the state of Illinois and the health department, sanitation, and Fire Dept. rules and regulations of the State of Illinois and or Winnebago County.