



## Get ready for PACHANGA!

The first event of its kind in the Stateline, celebrating the vibrant cultures of South America and the Caribbean!

This isn't your typical fiesta — we're bringing the island vibe to life with a mouthwatering mix of empanadas, mojitos, piña coladas, pinchos, and more. We'll be grooving to the rhythms of Salsa, Merengue, Reggaeton, and Punta, with plenty of surprises in store throughout the day.

With a strong focus on Latin American culture, we invite vendors offering Puerto Rican, Dominican, Honduran, and other Latin-inspired food or goods to join us. If that's you, don't wait — reach out today!

8 Food Truck Spots Available  
20 Vendor Spots Available  
And Only 3 Entertainment Spots Left!

Saturday, June 28th, 2025  
1:00pm - 9:00pm

5909 E. State St.  
Rockford, IL 61108

**Application Deadline: March 31st, 2025**  
**LATE FEE WILL BE APPLIED IF SUBMITTED AFTER DUE DATE!**

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## VENDOR INFORMATION

### HOURS OF OPERATION

Vendors must be ready to operate by the time our gate opens.

Vendors must stay at least until 7:00pm

### SET UP // CHECK IN

You may start setup as early as 8:00am on Saturday morning. All food vendors must be setup by 11:00 am for inspection by WCHD.

### BOOTH SPACES

All vendors must supply their own 10 x 10 pop-up canopy.

The canopy must be a **straight leg** and 4 sided.

Vendors booths must be removed by 11:00 PM.

All vendors must have a professional appearance, keep in mind this is a family-friendly event. Vendors **cannot** assign, sublease, or separate part of their assigned space without permission of the event staff.

### CLEANING DEPOSIT

If we feel that your products may put our event at risk you may be required to provide a \$100 cleaning deposit.

At the close of the Festival, food vendors must leave their space clean or face a fine. The Festival will provide a trash dumpster at your disposal.

### 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.

### VEHICLES

For safety reasons, please offload all your supplies, products, and equipment by 10:30am. All vehicles need to be removed out of the main festival area, by 11:00am.

### SECURITY

The festival provides security during Festival hours. However, the Festival is not responsible for the inside contents of the vendor's area. 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!**

## 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, Latino Legacy Center, it's staff and volunteers, Mexico Americanos Saliendo Adelante aka (MASA), it's staff and volunteers, UHAUL, it's staff and volunteers the City of Rockford, to or involved in the

### Pachanga Latin American 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 \_\_\_\_\_  
Metro Tax Info \_\_\_\_\_  
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 Thank You // If so please describe the prize and the value. \_\_\_\_\_

**FOOD VENDORS**

Date Of Last Fire Dept Inspection \_\_\_\_\_  
City Of Rockford Business Act. # \_\_\_\_\_

WHAT IS THE SIZE OF YOUR SPACE NEEDED?

Trailer (Length )  Food Truck (Length )  Tent(10x )

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

Proposed Menu Items:

- 1. \_\_\_\_\_ Price \_\_\_\_\_
- 2. \_\_\_\_\_ Price \_\_\_\_\_
- 3. \_\_\_\_\_ Price \_\_\_\_\_
- 4. \_\_\_\_\_ Price \_\_\_\_\_

➔ REMINDER NO DRINKS ARE ALLOWED

**SIGNATURE**

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 \_\_\_\_\_  
Cash \_\_\_\_\_ Check \_\_\_\_\_  
Money Order \_\_\_\_\_ Paypal \_\_\_\_\_

NOTES

W.E.S.

**EVENT FEES**

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

- Local Business 10x10 \$100.00
- Corporate Merchant 10x10 \$150.00
- Food Vendor 20x20 \$300\*
- Non Profit 10x10 \$50.00\*\*

\*Plus any applicable fees with the WCHD

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

^^LATE FEE of \$50 per space applied if submitted after due date.

**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 checks payable to  
Majestic Media  
207 Palm Ave.  
Rockford, IL. 61107

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

**CONTACT INFO**

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



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## **FOOD VENDORS PERMIT REQUIREMENTS**

Food Trucks/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@publichealth.wincoil.gov](mailto:mwood@publichealth.wincoil.gov)

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

Please make sure all fields are filled out and legible.

### **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.

### **\*TRASH**

Food Trucks are required to discard any waste into the dumpsters on-site and leave their area clean and free of debris. Failure to do so will result in a fine. This does not include oil or wastewater, please dispose of those at your commissary.

### **\*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 location based on product, needs, and other criteria to ensure a good traffic flow for the event in general.

## **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 and with MetroTax.

### **BEVERAGES**

Vendor shall **not** sell, distribute, or in any way disseminate non-alcoholic or alcoholic beverages or food unless otherwise agreed upon in writing.

### **SIGNAGE**

Vendor may only display its own business signs and banners within the assigned booth space but sponsor packages are always available.

### **CANVASSING IS NOT PERMITTED**

Vendor may only canvass from inside their booth/vendor area or space.

### **RAFFLES**

Raffles may be permitted but must submit a request for approval. Note- the fest has sole rights for the 50/50 raffle.

### **SECURITY**

Vendor is responsible for the security of their own property and equipment at all times. The Festival shall not be held responsible for loss, theft or damage to any property left on the Festival grounds at any time.

### **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 3 weeks before the event or fails to provide the required documentation, permits, and fees, the entire booth fee will be forfeited.

### **GOVERNING LAWS**

This Agreement shall be governed by the laws and the health, sanitation and fire regulations of the State of Illinois.