

FEES

MERCHANDISE, ARTS AND CRAFTS:

(Clothing, shoes, jewelry, flag, frames, CDs, perfumes, flowers, toys, etc)

1 space	10 X 10	\$100.00
2 spaces	10 X 20	\$170.00
3 spaces or more	\$ 90.00 each	

SERVICE PROVIDERS:

(Insurance, mortgage, chiropractors, phone sale companies, cable, TV or Internet services, media companies, etc.)

1 space	10 X 10	\$400.00
2 spaces	10 X 20	\$750.00
3 spaces or more	\$390.00 each	

NONPROFIT ORGANIZATIONS

1 space	10 X 10	\$50.00
2 spaces	10 X 20	\$75.00

NOTE: Please present your certification number.

POLITICAL PARTIES

1 space	10 X 10	\$100.00
2 spaces	10 X 20	\$175.00

FLYERS WITHOUT BUYING SPACE:

Authorization badge for flyer type \$50.00 each. Present a copy of flyer to be distributed before distribution takes place.

Permissions to sell food are granted only to restaurants that sell Latin-American food and that are already established.

Please note - Down payments are non refundable once applications have been accepted and processed. Also, on the day of the event if a vendor is selling a combination of merchandise and services without having contracted them prior to the event, the committee has the right to charge the vendor at the price it would have been sold at. If the vendor does not comply, the committee has the right to remove the vendor immediately from the event.

PARADE PARTICIPANTS

Line up: in the parking lot at the Bloomington clinic at the corner of Bloomington Ave and E. Lake Street

ROUTE: On Lake Street from Bloomington Ave South to Clinton Avenue South

TIME: Parade departs at 1:00 pm, line up starts at 12:00 pm

PRICE: \$250.00 for organizations or business, \$100.00 for political parties and \$50.00 for nonprofit organizations.

Parade space is very limited. If you wish to participate in the parade, please make your application by Internet going to www.golatino.org/parade.htm or email us at parade@golatino.org



ABOUT THE CELEBRATION

During the year 2011, Mexico celebrates both the 201th anniversary of its Independence and 101th anniversary of its Revolution. 15 September 1810 is the day of Miguel Hidalgo's call to take up arms against Spanish colonial government. The entire year has been proclaimed by Mexican President Felipe Calderón as "Año de la Patria," or "Year of the Nation. Events and other promotions of these celebrations are designed to the linking Mexico's identity and historic continuity.

For us, this is our nine annual Mexican Independence day Celebration, taking place in South Minneapolis, in the Heart of the Latino community, on Lake St, between East Lake and Portland Avenue.

In our last year's celebration we had around 35,000 people that came to celebrate with us and enjoy the delicious Latino-American food as well as purchase different types of souvenirs such as Latino-American arts, jewelry, clothing, hats, boots, and more!

The celebration offers FREE entertainment for the whole family such as inflatable games, petting zoo, art, low riders and bike riders show, sports (football, soccer, basketball, tennis, jump rope, boxing), and dancing and singing contests.

For more information about the Mexican Independence Day Celebration please contact GoLatino!: 2924 4th Ave. S. Minneapolis, MN 55408, (612) 455-4620, by email at vendors@golatino.org or visit us in www.golatino.org



Tenth Annual Celebration of Mexican Independence Day in South Minneapolis

Sunday September 18th 2011
Fourth Avenue and Lake Street
12:00 pm to 7:00 pm

Celebrate with us the Mexican
Independence Day in a Family
Friendly Environment.

Organized by



SPONSORED BY



VENDORS BROCHURE

GENERAL INFORMATION

OPERATION HOURS: 12:00 p.m. to 7:00 p.m.

LOCATION: East Lake Street, between Second Avenue South and Portland Avenue and between Fourth Avenue South from 31st Street and 29th Street.

SPACE DIMENSIONS: 10 feet x 10 feet or 10 feet x 20 feet

TENTS: You are responsible for bringing your tent.

EQUIPMENT: You are responsible for bringing any equipment that you may need in your booth: table, chairs, generators, etc.

SETUP: Food vendors will set up at 9:00 am. Other vendors and sponsors will set up at 10:00 am. Please check in 30 minutes before you set up. The GoLatino! Informational Booth will be located at the corner of East Lake St and 4th Avenue South in the southeast side of Lake Street. Downloading vehicles must occur before 10:30 a.m. Set up must be complete by noon, or your space would be forfeiture and the money is not returnable.

NAME TAGS: At the time that you check in at the Informational Booth you will receive a nametag with your business name. This nametag will indicate to the police that you are located in the right location and that you paid the right fee for the space.

BOOTH LOCATION: The location of the space will be given as the people sign up. The police will be sure you are in the right space. If you are not, the police will ask you to move to the right location.

CITY GUIDELINES: City guidelines prohibit us from setting up tents in front of fire hydrants, business doors in service, garage entrances, alleys etc. *Please help us adhere to these rules and be respectful of your booth location.*

PICK UP: We can not clean up before the Shout of Liberty takes place, if you pick up your tent before the end of the event we will have the right not to

invite you to participate with us in future celebrations. You need to start picking up your tent and cleaning up your space at 7:00 p.m. **PRECISE!**

BOOTH DECORATIONS: All of the booths need to be beautifully decorated with Latino-American decorations.

BANNERS: All of the banners have to be professionally designed and only display the information of your own business. You **CANNOT** advertise or promote other businesses or organizations.

COUPONS AND FLYERS: Your organizations have the right to distribute flyers and coupons throughout the celebration from your **OWN** organization. *You cannot give away flyers or coupons from other businesses or organizations. You will not be able to distribute flyers beyond 5 meters of proper business. We will charge \$75 dollars extra for same-day flyers authorization.*

CLEANING: You are responsible to clean up your space during and after the celebration. Please bring plastic bags for the garbage. Our volunteers are going to pass by in golf carts picking up the garbage from the plastic garbage cans. If you fail to follow city regulations your booth will be withdrawn.

CLEANING DEPOSIT: You will have to make another \$50.00 dollars check as a deposit for cleaning. However, right after the celebration, a security officer will review your space and will give you back your \$50.00 deposit if your space is clean. *Deposits will ONLY be returned directly following the celebration.*

SECURITY: We will have 8 police officers from the Minneapolis Police Department and 14 security guards from TALON Investigations.

BEVERAGES: Only restaurants can sell beverages. No one else can give away or sell any kinds of drinks. *We do not allow restaurant to sell drinks in glass containers or any kind of alcoholic drinks.*

POWER: If you need power to run your both, you will have to bring your own generator, the cables need to be cover with plastic ramps, not tape it. And you cannot take power from inside the buildings. If you fail to follow city regulations your booth will be withdrawn.

For more information about what you need to follow the city guidelines and electricity permit, please read the Electricity Requirements Brochure.

TAXES: Each vendor is responsible to report their sales taxes from their sales throughout the celebration.

EMERGENCY: If you have any medical emergency throughout the celebration, please report it to one of the volunteers. Please keep in mind that the police cars are going to be located behind the music stages.

CRITERIA TO SELECT VENDORS: The Mexican Independence Day celebration and its management committee have established the following criteria to select vendors:

- The businesses will be 50% owned by a Latino person or an organization that employees Latino workers.
- The selection and approval will be done on the date that the applicant sends their application. The booth space will be given according to the date of the application. We will charge \$50 dollars extra for same-day booth approval.
- The application needs to be filled out and properly paid according to the category of business before the celebration. Including cleaning deposit.
- You can only sell the products that you describe in the application and they have to be in good condition and of good quality.
- All of the products that you can sell need to be products that families can enjoy.

We have the right to deny applications from vendors that want to promote or sell products that do not promote or support the mission of the celebration.