



**Puerto Rican Festival, Inc.
Festival Puertorriqueño, Inc.**

130 N. Winton Rd. PO Box 10098 Rochester, NY 14610
www.prfestival.com

February 13, 2011

Dear Prospective Vendor:

The Puerto Rican Festival would like to thank you for your interest in becoming a vendor for the 2011 Puerto Rican Festival. If this is your first time being a vendor, welcome to our family. If you have been here in previous years, welcome back. Last year was a tremendous success with record-breaking attendance. We had 3 days of exciting activities, amazing food, 7 major recording artists, including local bands. With that said, it is with great pleasure that I announce the 2011 Puerto Rican Festival to be held at Frontier Field from August 5th – August 7th. The theme is Celebrating the Latina Woman. This year Ivy Queen, Lissette Melendez, Judy Torres, Las Chicas del Can, Milly Quezada, Victoria Sanabria and La India will grace our stage. We will be celebrating our 42nd anniversary, and the board of directors has been working hard to surpass the excitement level experienced last year by the citizens of Rochester, media, sponsors, agencies, and vendors.

If you are interested in becoming a vendor for the 2011 festival, carefully read the enclosed documentation as changes were made to the vendor contract. After you have read the contract and requirements, sign and return the contract along with the requested documentation and fees. Space is limited and is on a first come, first served basis. Preference of space will be given to those payments received first and on time.

Note: Deadline for payments & deposits is June 3rd, 2011 to avoid a \$100 late fee.

This letter serves as a medium to communicate to our vendors of changes being implemented this year that directly affects vendor operations.

- Attached to the contract is “The Price List” document. Food vendors are required to fill this out and send back for approval of selling price items no later than June 3rd, 2011. In order for food vendors contracts to be fully executed this document needs to be submitted.
- Attached is a “Vendor Staff List.” Note that staff on this list needs to be grouped by those working all weekend and those working on a specific day.
- All vendors are required to provide a certificate of insurance. No vendor will be allowed to set up without insurance.
- All vendors need to include their Sales Tax ID Number.

Once again, deadline for submission of contracts and all payment is **June 3rd, 2011**. Checks should be made payable to Puerto Rican Festival, Inc. Remember, it is first come, first served. Last year we could not accommodate those applying at the last minute so please plan accordingly. I look forward to hearing from you soon. Thank you and I hope you are as excited as we are as we celebrate our 42nd anniversary.

Sincerely,

Leslie Rivera
Vendor Coordinator
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