



Food Vendors Opportunities



Introduction

Mercado DC is a Latin American street food festival in Washington, D.C. This July, the festival is celebrating Peru. Guests will experience Peru's fabulous cultural diversity, their Peruvian culture and its well-known culinary world. The event gathers food vendors of a variety of street-style food, artisans, music, and family-friendly fun, all in one single place. The event convenes local residents and visitors.

About us

Mercado DC is a unique Washington D.C's Latin American and Spain celebration, and the first of its kind in the region. The Summer event will be on Saturday, July 30, 2022. The outdoor location will be the University of the District of Columbia.

Mercado DC is estimated to be attended by 1,500 people. The Festival is a cheerful celebration of Peruvian gastronomy, art, and culture. The event will feature a live band, a D.J., and family friendly entertainment.

Rain-day will be the following weekend: August 6th.

Mercado DC Latin America and Spain Street Food Festival Exhibitor Opportunities

Reach a new audience: Mercado DC is the ideal opportunity you needed to shine in front of a unique target audience, the Latino and Hispanic audience. If your company's vision aligns with inclusion and diversity, Mercado DC is a great place to focus your engagement goals in. Your brand messaging will resonate with the event audience and help increase your brand recognition.

Increase your market share: By being a food vendor at Mercado DC, Plaza Peru, you put your brand's name in front of the public which will remember your brand as culturally authentic. You will gain recognition as a reputable brand in the Hispanic market, which helps you get ahead in a competitive D.C marketplace.

Communicate a message of multicultural appreciation: Mercado DC is an opportunity to match your vision and ours; and craft a message for your audience. By participating in Mercado DC, you will be helping us showcase Peru's traditions to thousands of customers.

Build your messaging on a strategic season: Mercado DC has been strategically planned around Peruvian Independence Day celebration which celebrates on July 28. The Festival is an opportunity to honor and celebrate a rich Peruvian diversity of regions, ethnicities, art, languages, customs, and flavors. The festival celebrates a tradition that speaks about values, gratitude, and acceptance.



Food Vendor Application

July 30, 2022

University of the District
of Columbia

4200 Connecticut Avenue NW. Washington, DC 20008

7/30 | 11A.M. - 6.00P.M.

mercadodc.com

According to the U.S. Census Bureau, 76,340 people, 11% of the D.C residents identify themselves as being of Latin or Hispanic origin. Neighboring urban areas such as Arlington and Montgomery County have a Latino/Hispanic population of 15% and 20%, respectively. Washington D.C.'s Latino community is the 12th largest in the nation, with people of Peru, El Salvador, Mexico, Puerto Rico, Guatemala, Cuba, the Dominican Republic, Bolivia, Argentina, Chile, Colombia, Honduras, Nicaragua, Spain, Uruguay, and many other nations. More than half (54%) of Hispanics in the District of Columbia are foreign born, a share greater than any of the 50 states.

Latinos are widely represented in the LGBT community. According to a UCLA Williams Institute research about the characteristics of the LGBT community living in the United States, 21% individuals that self-identified as LGBT also self-identified as Latino/Hispanic.

Mercado DC target audience are residents and visitors of the Washington metropolitan area (D.C, MD, VA): Families with children; Young professionals; LGBT community; Senior adults; College-age students; All individuals with diversity appreciation; food enthusiasts. Mercado DC is estimated to be attended by 1,500 people.

COVID-19 Guideline

All persons 12 years and older must provide proof of full COVID-19 vaccination completed a minimum of 14 days prior to the event date. Additionally in accordance with the University of the District of Columbia, everyone over the age of 2, must wear face coverings while in indoor settings on campus.

Please provide proof of vaccination for you and your team staffing the event at signage of this agreement or by June 30, 2022.

Please comply with the University COVID-19 regulations during the event. Failure to adhere to this guideline during the event may result in the cancelation of your participation at this event. If the Vendor is subject to cancellation pursuant to this provision, all fees paid by the vendor shall be forfeited, and no fees will be refunded.

Mercado DC Plaza Peru Vendor Application

Restaurants at Mercado DC not only sell food, restaurants will be showcasing, educating and telling the story of the country's culture through culinary exchanges.

Mercado DC, offers vending space for about 20 vendors, located at a wonderful outdoor venue in the heart of Washington D.C., the University of the District of Columbia

FOOD STAND **\$1,000***

PASTRY STAND **\$550* [Dessert, treats, coffee]**

CRAFT STAND **\$500***

*Includes: One 6 ft table, Tent, Table cloth, Two chairs, Electricity.

Contact our team via email at team@mercadodc.com, or fill out the form online.

Food Vendors are selected by a selection process. Please apply to be considered for the Festival. We take into consideration application's timeliness (first come, first served) and whether your particular menu matches well with the diversity of Mercado DC Plaza Peru.

Vendors are asked to keep a clean booth space at all times.

Important:

- Registration is NOT completed and you are NOT considered for the event until the Vendor Registration Fee has been paid. If you are not accepted your booth fee will be refunded.
- Food vendors are strictly prohibited from selling, distributing, exposing any type of beverages, alcoholic or non alcoholic, water, juice, sodas at the event. See Vendor Agreement for more details.

*** REGISTRATION FEES ARE VALID ONLY TILL JUNE 30, 2022. FEES MAY INCREASE AFTER THIS DATE. ***

Application Form

First Name

Last Name

Phone

Email

Business Name

Website / Facebook/ Instagram (link required - i.e. <https://www.namenamename.com>)

Business Address

City

State

Zip Code

How did you hear about Mercado DC?

Facebook

Instagram

Google Search

Other Web Searches (please list them below):

Other Participating Vendor (please provide their name):

Our Event Staff

Others, please list their names so we can show our appreciation:

Food vendors must provide the following documentation:

- 1) Proof of general liability insurance in the amount of One Million Dollars (\$1,000,000) per occurrence
- 2) District of Columbia Department of Consumer & Regulatory Affairs Caterers License; or,
- 3) Applicable state issued caterers license

Type of Food Vendor (Licensed Businesses ONLY) - Choose One

Restaurant

Food Truck

Catering Company

Crafts

Other (please specify)

Making electronic and mobile app payment methods available at your stand is strongly encouraged.

List Your Proposed Menu for the Festival:

Menu Item 1:

Menu Item 2:

Menu Item 3:

Menu Item 4:

Food Vendor Information

If you are enclosing a check, please return form and make check payable to:

Galera Ideas, LLC.

5500 Holmes Run Pkwy. Suite 217

Alexandria, VA 22304

Tel: 202.207.7742 | Email: team@mercadodc.com

Please make sure to include Company Information:

Company Name

Address City State/ Zip Code

Work Phone

Point of Contact (POC)

(POC) Phone Number

(POC) E-mail

Food Vendor Fees: \$ 1,000; Pastry Vendor Fees: \$550; Craft/General Services Fees: \$500

General public entrance included for 2 attendees. Please submit names of all attendees no later than July 15,2022 email to: team@mercadodc.com.

Check must be submitted with signed agreement. Make check payable to: Galera Ideas LLC. Food Vendor is responsible for providing logo and other assets, giving logo display permission at the mentioned event, and other marketing channels.

Method of Payment

Please mark your preferred method:

Check Enclosed Check # _____

Invoice name _____

Credit Card:

MasterCard - Visa - AMEX

Card # _____

Exp. Date _____ Card Security Code _____

Name on Card _____

Card Billing Address. City Zip Code _____

Signature Date: _____

Zelle: lucia@luciacortes.com