



Nebraska's Official Soft Drink Heritage Foundation
301 S. Burlington
Hastings, NE 68901

Office: 402. 461. 8405
Fax: 402. 462. 8202
email: koolaiddays@yahoo.com

To: Festival Food Vendors
From: Kool-Aid Days

The 20th annual Kool-Aid Days will be August 11, 12 & 13, 2017 in Hastings, NE. The Kool-Aid Days celebration was started to honor Edwin Perkins who invented the popular drink in 1927.

Food vendors are invited to be a part of the activities on Saturday, August 12 from 9 am to 4 pm at the Central Community Campus. You will be located near the World's Largest Kool-Aid Stand, the giant inflatables and the Live Stage. Thousands of young and old Kool-Aid fans will be present.

In celebration of the 20th Annual Kool-Aid Days Festival, we will once again move the Kool-Aid Stand and the festivities to Brickyard Park for a concert by Kahuna Beach Party and fireworks afterwards. Food vendors are invited to set up from 6 – 10 pm, with the concert starting at 7 pm.

We have continued to expand our marketing efforts through regional advertising in magazines, newspapers, radio and television. NTV will be providing on-air exposure for three months in advance of the festival. There will be advertising through brochures and post cards distributed at rest stops along Interstate 80. Digital billboards will be seen in Lincoln, Omaha, Kearney and North Platte.

Food vendors are also invited to set up Sunday, August 14 at Lake Hastings. There will be a 5K Run/Walk at 9 am and the Kool-Aid Kardboard Boat Races at 2 pm.

We are enclosing the application forms for you to complete to participate in this year's festivities. As usual preference will be given to vendors who have participated with us in past Kool-Aid Days. Please return the application form and release form and mail it to the address at the top of this letter by Friday, June 16, 2017. Be sure to include your registration fees with the application. If you have any questions, call us at 402-461-8405, email koolaiddays@yahoo.com or personally contact Pam on her cell phone 402-705-2708.

We look forward to working with you and having you as a part of the 20th Annual Kool-Aid Days Festival.

Regards,

A handwritten signature in black ink that reads "Pam Bohmfalk".

Pam Bohmfalk

Kool-Aid Days Board of Directors

Please return the following to the address or email above by June 16, 2017:

1. Food Vendor Application
2. Release Form
3. Certificate of Insurance
4. Payment



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Food Vendor Information Sheet

Kool-Aid Days 2017

All food vendors are required to serve the entire open time as stated on the chart below:

Saturday, August 12, 2017
Central Community College Hastings Open 9 am until 4pm
Saturday, August 12, 2017
Brickyard Park Open 6 pm until 10 pm
Sunday, August 13, 2017
Lake Hastings/Kardboard Boat Races Open Noon until 4 pm (opt. open 10 am*)

* Lake Hastings vendors may open as early as 10 am on Sunday in order to serve participants and fans for the Fun Run. However, the crowds will likely not provide significant sales until noon and after.

All trailers must be clean and in good repair. Each person/company displaying or providing services will be responsible for their own liability, workmen's compensation, product liability or physical loss or damage to merchandise. Please enclose a copy of your insurance certificate with "Nebraska's Official Soft Drink Heritage Foundation" listed as an additional insured. **You must have product liability coverage on your policy of at least \$1,000,000.**

Food vendors will be located on the CCC Hastings Campus close to the Kool-Aid Stand. Brickyard Park vendors will be located along the sidewalk on the north side of the park. Lake Hastings vendors will be located around the edge of the parking lot near the boat ramp. Location will be assigned by Kool-Aid Days board member and primarily determined by power needs. **Use of a generator is required. Only quiet generators will be allowed. Kool-Aid Days can provide a generator for a charge of \$50.00 in addition to your food vendor fee.**

Vendors will be shown where extra vehicles can be parked during the festival.

Vendors are responsible for providing their own electrical cords (up to 400 feet), money, ice, tables, chairs, and any other equipment they require to operate at their location. We encourage vendors to accommodate debit and credit card use by customers.

All waste water must be properly disposed of in designated storm drains or waste water facilities. **All grease and food waste must be removed by the vendor. NO dumping of grease or food waste anywhere on the grounds at any Kool-Aid Days venue.**

Participation in Kool-Aid Days is by approval of the Kool-Aid Days board of directors after review of applications.



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Kool-Aid Days 2017

Food Vendor Application

Name of Business/Non-Profit: _____

Contact Person: _____ Phone: _____

Address: _____

Email: _____ Website: _____

Food Products: _____

Food Truck _____ Trailer _____ Pop-Up Tent _____ Dimensions: _____

Electrical: 100v: _____ 15 AMPS _____ 20 AMPS _____ 30 AMPS _____
220v: _____ 30 AMPS _____ 50 AMPS _____

Kool-Aid and bottled water are the ONLY beverages served at Kool-Aid Days. Kool-Aid is only available at the Kool-Aid Stands throughout the festival. Food vendors are allowed to serve bottled water ONLY. No styrofoam serving containers are allowed.

Saturday, August 12, 2017: CCC Hastings Campus 9am-4pm

_____ \$125.00 _____ \$75.00 non-profit

Saturday, August 12, 2017: Brickyard Park, Hastings 6 – 10pm

_____ \$100.00 _____ \$50.00 non-profit

Sunday, August 13, 2017: Lake Hastings Noon – 4pm

_____ \$50.00 _____ \$25.00 non-profit

Electrical:

_____ Will Provide Own Generator _____ \$50.00 Generator Fee

Vendors willing to work both CCC & Brickyard Park locations on Saturday may do so for a fee of \$200.00 plus generator fee.

Applications are due by close of business Friday, June 16, 2017, and must include non-refundable application fees, certificate of insurance, and signature on the release form.

Please make checks payable to Kool-Aid Days. Mail this application and release form to: Kool-Aid Days, 301 S. Burlington Avenue, Hastings, NE 68901.

I understand that failure to abide by the Kool-Aid Days regulations as stipulated on the Information Sheet provided with this application may result in the loss of my space at the event and forfeiture of my registration fee.

Signature: _____ Date: _____



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RELEASE OF LIABILITY

This Release is executed on the _____ day of _____, 20_____, by

(Print Name Organization or Company)

of _____

(Print Address)

who is herein referred to as "Releasor."

In consideration of being permitted to participate in the Kool-Aid Days Cute Kid Contest conducted by Nebraska's Official Soft Drink Heritage Foundation/Kool-Aid Days, Releasor, for him or her, his or her legal representatives, heirs and assigns, hereby releases, waives and discharges Nebraska's Official Soft Drink Heritage Foundation/Kool-Aid Days, Central Community College Hastings and the City of Hastings, Nebraska, related or cooperating agencies or associations, their officers, agents, members, promoters, sponsors, advertisers, owners and lessees of the premises where said event is located, and each of them, their officers and employees, here referred to as Releasees, from all liability to the Releasor, his or her legal representatives, employees, agents, associates, heirs and assigns, for any and all loss or damage, and any claim or damages resulting therefrom, on account of any accident or injury to Releasor's person or property, even injury resulting in death of the Releasor, whether caused by the negligence of Releasees, members of the public, or otherwise while the Releasor is participating in said event.

Releasor agrees to indemnify the Releasees and each of them from any loss, liability, damage or cost they may incur due to the presence of Releasor, its agents, employees, officer or other personnel in or upon the venue in which the event will occur. Releasor hereby assumes full responsibility for the risk of bodily injury, death or property damage due to the negligence of Releasor, its agents, employees, officers or other personnel while in or upon the event location and while participating in said event.

Releasor expressly agrees that this release, waiver, and indemnity agreement is intended to be as broad and inclusive as permitted by the laws of the State of Nebraska, and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

In witness whereof, Releasor has executed this release at _____
the day and year first above written. (Place Where Signed)

RELEASOR: _____ (Signature)

_____ (Print Name)