



MIKE THE HEADLESS CHICKEN FESTIVAL

MAY 18th & 19th, 2012

VENDOR APPLICATION & INFORMATION

HISTORY

On Sept. 10, 1945, Lloyd Olsen of Fruita, Colorado, chopped off a rooster's head. That rooster, later dubbed "Mike the Headless Chicken" lived for another 18 months after that fateful day.

The first "Mike" festival was held in May, 1999, as part of Colorado History Month. A couple hundred community folks attended the first event to play games, eat and enjoy local talent. Sixty years after Mike lost his head, the City of Fruita celebrates Mike's will to live with the annual Mike the Headless Chicken Festival.

Mike's story has spread. A statue currently stands in his honor, his website has received over **2.5 million** visits (11/09), a world record chicken dance of 23 minutes was set at the festival and is recorded in the Guinness Book of World Records, the Discovery Channel filmed a documentary about Mike, and a movie titled "Chick Flick" was produced and shown at the 2003 Cannes Film Festival. Media from around the world call the City of Fruita for radio and publication interviews about Mike and the festival. "Mike" even has his own official trademark printed on t-shirts, caps, golf balls, a cookbook, shot glasses, chopstick and more. Mike also recently ran for president on YouTube.

The Mike the Headless Chicken Festival now attracts thousands to experience the live music, 5K run, kids games, and a fantastic car show as well as to buy and enjoy food, arts, and crafts offered by first class vendors.

Fruita Parks and Recreation

324 North Coulson

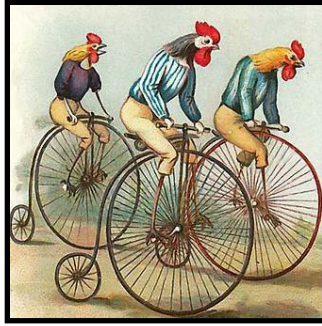
Fruita, CO 81521

(970) 858-0360

www.miketheheadlesschicken.org

MIKE THE HEADLESS CHICKEN FESTIVAL 2012

"LE TOUR DE FOWL"



VENDOR ACCEPTANCE will be based on date of submittal, appropriateness, product uniqueness, and if the product will enhance the overall experience and quality of the festival. There will be a limit to the number of Vendors with the same or a similar product.

INAPPROPRIATE ITEMS

Festival exclusions apply to the following items with no exceptions: guns (including toys), knives, bullets, brass knuckles, tear gas, paramilitary gear, pornographic or sexually explicit material, drug paraphernalia, darts or street weapons (including potato guns), or foul smelling novelties.

SECURITY

Security will be available Friday night. However, Vendors are ultimately responsible for the security and safety of your product and booth area.

CITY OF FRUITA BUSINESS LICENSE REQUIRED

Please submit your license with your application. This license will be good for 2012 Fruita festivals.

FOOD VENDORS – IMPORTANT!

Food Vendors are required to have a current Food Service License. **Your license must be posted in your booth.** The Health Department will conduct random inspections during the event.

If you are already licensed in CO: please download the vendor application from Mesa County and **send it to the City of Fruita Parks and Recreation Department with your application.**

If you are not licensed through CO: download your application from Mesa County and **send it to the County at least two weeks prior to the event.** <http://www.health.mesacounty.us/>

VENDORS ARE ALLOWED ONLY to sell products listed on your application at the time of acceptance. Any other requests must be submitted to the committee in writing for approval.

ALL PETS ARE PROHIBITED

Pets are not allowed within the designated festival area per Municipal Ordinance (No. 9.03.005) for the health and safety of our participants and attendees. This Ordinance will be enforced.

SET-UP TIME

Friday, May 18th, 2012, 10:00 am – 3:00 p.m.

FESTIVAL HOURS (subject to change)

Friday, May 18th: 4:00 p.m. - 10:00 p.m.

Saturday, May 19th: 9:00 a.m. - 10:00 p.m.

Vendors are required to remain open during festival hours. Vendors may not dismantle and/or remove their booths during festival hours. Vendors leaving the festival before it is over may not be invited back the next year.

VENDORS MUST SET UP within the marked, assigned booth area. The City of Fruita does not allow any stakes on the grass or pavement. Vendors must arrive with adequate anchors to safely secure their booth. Vendors will be able to unload vehicles near the assigned booth area. Vehicles must be removed from the festival area once unloaded.

ALL VENDORS

Please keep your area neat and clean. Check your booth space periodically and when you leave at night. There will be a trash dumpster and cans available at the festival. Municipal Ordinance (No. 9.03.001) allows the City to assess a fee for littering around the booth areas.

TAX LICENSE REQUIRED

Colorado Sales Tax License is required. Please contact: Colorado Department of Revenue, 222 South Sixth Street, Grand Junction, CO 81501 (303)866-5643

"2012 MIKE THE HEADLESS CHICKEN FESTIVAL" VENDOR APPLICATION
Applications must be postmarked on or before March 16, 2012

VENDORS WILL BE JURIED BY A COMMITTEE OF SPECIAL EVENTS REPRESENTATIVES. THERE WILL BE A LIMIT ON THE NUMBER OF ANY ONE PRODUCT SOLD AT THE 2012 FESTIVAL.

Company: _____

Contact: _____

Address: _____

City	State	Zip
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Phone Number: _____ **Email:** _____

Company Website: _____

FEES: **NEW THIS YEAR Fee will be required AFTER acceptance to the Festival. DO NOT send checks with this application.**

\$150	FOOD VENDOR: 12' x 12' Booth	NOTE: oversized booths will be charged accordingly
\$85	CRAFT&ARTISIAN VENDOR:10x10 Booth	NOTE: oversized booths will be charged accordingly
\$50.00	NON-PROFIT ORG: 10x10 Booth	NOTE: space is limited for non-profit organizations
\$12.50	FRUITA BUSINESS LICENSE	NOTE: application available at (www.fruita.org)
\$40	ELECTRICAL OUTLET	NOTE:- <u>power is limited and needs must be stated.</u>
		110 (20 amps)_____ 220 (50 amps)_____

PLEASE DO NOT SEND CHECKS WITH APPLICATION. FEE WILL BE ASSESSED ONCE ACCEPTED TO FESTIVAL. PAYMENT IS REQUIRED TO BE POSTMARKED WITHIN 5 DAYS OF ACCEPTANCE. PAYMENT NOT POSTMARKED WITHIN 5 DAYS WILL FORFIET ACCEPTANCE INTO FESTIVAL.

CHECK LIST:

- A complete list of items (food or craft) Note: items not listed may not be added without advance written permission.
- Photograph(s) and description including the total set-up size of your booth
- Completed and signed application
- **ALL VENDORS ARE REQUESTED TO HAVE A "MIKE" ITEM FOR SALE** (i.e. "Mike" burger; "Mike" candle; etc.) **AND/OR YOUR BOOTH DECORATED WITH A "MIKE THE HEADLESS CHICKEN" THEME.**
- Mesa County Vendor Application (Required for all vendors regardless of current license)

DISCLAIMER

I hereby release and forever discharge " Mike the Headless Chicken Days", the City of Fruita, Mesa County, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to or participation in the event. "Mike the Headless Chicken Days" will not be responsible for any injury sustained by exhibitors or guests while within the designated festival area. Further, I understand that I store my property at my own risk without exception or limitation.

I agree to abide by all rules set forth in the "Mike the Headless Chicken Festival" 2012 application:

Applicant Signature _____
Date

Please return complete application (NO MONEY AT THIS TIME PLEASE) to:

Rob Cook
City of Fruita
324 N Coulson
Fruita, CO 81521