



GATEWAY

COMMUNITY ALLIANCE

Miracle Mile Parade - Taste of the Miracle Mile
Saturday, September 5, 2009

We would like to invite your organization to join us in support of the “Miracle Mile Parade” by hosting a food booth in our “Taste of the Miracle Mile” marketplace. The Miracle Mile Parade is hosted by the Gateway Community Alliance and held on Saturday, September 5th, 2009 on Madison Avenue on the side southside of Indianapolis. The Parade route is one mile long and it includes over 100 units consisting of bands, floats, local businesses and non-profit organizations. This year’s theme is “Honoring Hoosier Heroes” and there will be a strong presence from our armed forces, police , firefighters and heroes nominated from local communities. The Parade is a FREE community event open to the public.

Attractions include fun, family-oriented activities throughout the day. In addition to the Taste of the Miracle Mile, we will also have a Hall of Fame area that will spotlight local cause related non-profit exhibitors. A kid’s zone will feature fun activities and games and the Miracle Mile Cruisers Car Show will be a big hit with hundreds of participants and thousands of spectators.

Your presence at our Taste of the Miracle Mile will provide added value and incentive for the estimated 10,000 spectators and participants to come early with family and friends. The hours will be from 11:00am to 3:00pm. You can sample your product for a \$100 fee or sell and take 100% of your sales for \$250. We will need you to fill out and review the vendor application (available on-line at www.miraclemileparade.com) and return it to the Gateway Community Alliance with payment by August 21st. Please read through the rules and regulations on the vendor application. Will look forward to having you participate in this inspiring community event. Thank you.

Sincerely,

The Gateway Community Alliance &
Miracle Mile Parade Committee

About the Gateway Community Alliance

The Gateway Community Alliance is a non-profit community development organization made up of local business leaders. The Miracle Mile Parade and its related events are produced in efforts to re-discover the “Miracle Mile.” Visit www.GatewayCommunityAlliance.org for more information.

Schedule of Events

Taste of the Miracle Mile	11:00am
Hall of Fame Exhibit	11:00am
Miracle Mile Parade	1:00pm
Miracle Mile Cruisers Car Show	3:00pm



Visit www.miraclemileparade.com



Miracle Mile Parade – Taste of the Miracle Mile Food Vendor Application

Event Date: Saturday, September 5, 2009 - 11am - 3pm - Madison Avenue, Indianapolis

Food Vendor Categories (please mark the appropriate box)

\$250 Food Sales

\$100 Sampling/Giveaways

Organization: _____

Address: _____

City: _____

State: _____

Zip: _____

Contact Person: _____

Email Address: _____

Menu and Pricing: _____

Food Vendor Rules & Regulations

SPACE: Each food vendor will be assigned a 10' x 20' space by the Parade committee. Vendors needing a larger space may be required to pay an additional cost. Please notify the Parade committee if you will be working from a trailer or other mobile unit. Please send a picture of your booth display if available with your application. Vendors may not transfer, let or sublet, share or sell their contracted space.

DEADLINE/PAYMENT: All payments must be made in advance. Due date is August 21st. Check must be made payable to the Gateway Community Alliance and mailed to 3205 Madison Avenue, Indianapolis, IN 46227. Applications do not confirm acceptance into the event. Confirmation will be made by phone or mail. Money will be refunded for any application we are unable to confirm.

PERMITS: Vendors are required to obtain a temporary food service license and follow the guidelines set by the Marion County Health Department. Visit <http://www.mchd.com/fdevents.htm> for complete information and instructions. For questions regarding the registration process, contact Kelli Whiting, Temporary Event Coordinator at (317) 221-2256.

SET-UP/TEAR DOWN: Event will be held rain or shine. Vendors can begin set-up at 8:00am and are required to arrive no later than 10:00am. Your booth must be manned from 11:00am to 3:00pm. Vehicles/trailers will be required to park in the designated vendor parking location nearby by 10:30am except where prior arrangements have been made. No breaking down during show hours or leaving before closing without Parade organizers consent. Vendors are responsible for cleaning up their area and depositing trash in dumpster provided by organizers. Vendors are required to supply and maintain at least one garbage can in their work area. Refer to the Parade map for location of the Taste of the Miracle Mile. A map is available at www.miraclemileparade.com.

EQUIPMENT: Vendors are responsible for providing their own tent and all equipment and supplies including tables, chairs and display materials. Vendors are liable for delivery, handling and set-up and removal of displays and materials. Electricity is limited on-site. First to request - first served.

OTHER: Alcohol sales is prohibited. Vendors booth/displays should be in keeping with the overall family-oriented event theme. Every attempt will be made to keep each vendor site unique.

Release: I have read and do understand the rules and regulations of the Taste of the Miracle for food vendors and agree and abide by them. The undersigned shall indemnify and hold harmless the Gateway Community Alliance, MZD Advertising, LLC., the Consolidated City of Indianapolis and all sponsors from claims, liabilities, costs, expenses and damages which may result for the operation of my concession. I certify that the information furnished on this application is true and represents the quality of food items to be sold at the Taste of the Miracle Mile. I further agree that any items deemed "inappropriate" by organizers of the event will be removed from the sales area and that I will adhere strictly to the rules, conditions and guidelines of the Miracle Mile Parade committee.

Signature _____

Date: _____