



VENDOR OPPORTUNITIES

Welcome to all those interested in Vendor participation at the World's Oldest Rodeo®. Following is a list of **Frequently Asked Questions** that may help you evaluate whether to continue applying for a spot at our event. After reviewing these Questions, if you still need more information or want to continue reserving a spot, please contact the Prescott Frontier Days®, Inc. Office at (928) 445-3103 or info@worldsoldestrodeo.com.

Our rodeo has a total of 8 performances. The first performance in 2012 is Thursday evening, June 28 and the last performance on Wednesday, July 4. On evening performances, our gates open to the public at 5:30 p.m., the performance starts at 7:30 p.m. and most patrons have left the rodeo grounds by 10:30 p.m. On daytime matinee performances, gates open at 11:30 a.m., the performance starting at 1:30 p.m. and the grounds being emptied by approximately 4:30 p.m.

2) How many people attend your 8 rodeo performances?

We average an attendance of 25,000 to 27,000 ticket holders during the total 8 performances and another 3,000 contestants, families, and volunteers.

3) What vendor opportunities are available?

We have vendor spaces available in our Grandstand, in a large Vendor Tent at the entrance to the rodeo grounds and on an open Midway.

4) What is the cost for vendor space?

Our vendor spaces start at \$525.

5) What size are the vendor spaces?

The spaces vary in size, but typically start at 10' wide by 15' deep. Special arrangements can be made for additional required footage.

6) Is electricity available?

One standard 110 volt, 60 watt outlet is available with each space. For an extra cost, additional electrical outlets are available, including 220 volt service.

7) Is water available? Limited Water taps are available at some spaces.



8) Are sewer hookups available?

No....we do not have any sewer hookups.

9) Is insurance required?

Yes...we require a Certificate of Insurance for a minimum of \$1 million liability with three named insureds: Prescott Frontier Days®, Inc. (PFD), City of Prescott, and Yavapai County.

10) Are Health Department Licenses required?

Yes....Any vendor selling food (unless it is prepackaged and sealed) must obtain a Special Event License from the Yavapai County Community Health Services. They can be reached at (928) 771-3122 for further information.

11) Can every vendor be approved for vendor space?

All vendor requests and applications are reviewed and spaces assigned based on past history, type of product being sold and space availability. There is a limit to the number of spaces.

12) Are there any restrictions on what items can be sold at the rodeo?

Prescott Frontier Days®, Inc. has its own beverage concession which covers any alcoholic beverages sold at the rodeo, water and specific soda and drink items. If beverages are approved for a vendor to sell, they must be items not included in the PFD inventory.

If you are a food vendor, your menu must be pre-approved by the Vendor Chairman so that we don't duplicate our available food products. We also have a beverage contract with the Coca Cola Company, and all drink items not included in the PFD beverage concession must also be pre-approved by the Vendor Chairman and from the Coke family of products.

No obscene or offensive items will be sold or displayed. The items sold by any vendor must pass strict family oriented scrutiny. No items with logos that express sexual innuendo, present defamatory statements or obscenity will be permitted. If such items are put on display, the Chairman or Director reserves the right to request their removal from the vendor space.

13) Are there restrictions on the use of the PFD name?

The terms **WORLD'S OLDEST RODEO®** and **PRESCOTT FRONTIER DAYS®, INC. (PFD)** are registered trademarks and shall not be used by the Vendor. Vendor shall not represent or infer that any product is sanctioned by **PFD**.