



2010 FESTIVAL – Saturday, July 24th

Thank you for your interest in the Brady Street Festival Featuring Cheesefest. The event takes place on **Saturday, July 24th** from 11:00 a.m. to 11:00 p.m. **Vendor contracts are now being accepted through June 18th** for the Brady Street Festival on Saturday, July 24th.

Vendor Times: Ready to open by 10:45 am, closed by 10:45 pm (please remain open until the conclusion of the Festival.)

Vendor Rates to reserve a 10' x 10' street space

1. **\$250: Food vendors**
2. **\$150: Non-food vendors**
3. **\$ 75: Non-profit Organizations; 501 (c)(3) certificate required**
4. **\$ 75: Brady Street BID #11 member**

Vendor space is limited

1. **Vendors making special location requests will be reviewed but cannot be guaranteed**
2. **Vendor payment is required with application by the deadline of June 18th, 2010.**
3. **Vendors are responsible for providing electrical needs, tenting, tables, chairs, etc. as well as food dealer licensing as it applies (see attached sheets for more information).**

This day long celebration will feature organic and local food growers and award winning artisan cheese makers from around the state, a variety of vendors, topped off with live, music.

This is the seventh year of this event and we anticipate 10,000 people will attend this event. Brady Street is the number one foot traffic street in the city of Milwaukee, and is one of the top urban destination-neighborhoods. This is a wonderful opportunity for vendors to display and sell products right here in the community.

Brady Street Festival will be promoted through the **Shepherd Express**, the print media event partner. The circulation of the Shepherd Express is over 70,000. **Brady Street Festival** will also be promoted in the Brady Street Pocket Guide distributed throughout the city; on kiosks, located on Brady Street; in collateral materials; press releases; and on the bradyst.com website.

Please look over the contract. The deadline to return contract with payment is June 18th. We plan on having our most successful Festival ever and hope you will join us. Thank you for your time and consideration. You may reach me by email at caroline@hqpromo.com.

Sincerely,

Caroline Duehmig

Hunter Group representing the Brady Street Business Improvement District # 11