



January 14, 2008

To Whom It May Concern:

Our community is growing faster than ever before. What we will become will be determined by active community members like you. The support of our community has allowed the Phoenix Zoo to grow from a small non-profit zoo in the desert to an internationally recognized leader in wildlife conservation and education. As a non-profit organization, the Phoenix Zoo holds annual fundraisers including Zoo Brew.

Zoo Brew is one of the largest fundraisers for the Phoenix Zoo and continues to be a favorite event for 3,000 Valley Residents each year. This unique event features live music, specialty food and beverage sampling and many entertaining activities. Zoo Brew is a 21 and over event, and appeals to the 25-54+ crowd. It is a casual event with a "happy hour" feel, and is a great place to entertain employees, friends, co-workers or clients.

Proceeds from this year's Zoo Brew will benefit the Bornean Orangutans at the Phoenix Zoo. Your contribution will care for and support the expansion of our orangutan exhibit as well as enable us to continue offering interactive educational programs to inspire and promote human stewardship of the natural world and all of its creatures.

The success of Zoo Brew depends heavily on the food and beverage purveyors! We would like to take this opportunity to personally invite you to participate as one of our highly valued supporters. Please join us on Friday, April 11, 2008 from 7-11pm as a Zoo Brew Food and Beverage Sponsor. You will have a one-of-a-kind venue in which to showcase your product to over 3,000 community members, all while demonstrating your stewardship of one of our most visible community icons.

We have enclosed Food and Beverage Participation Agreement for your review. We look forward to counting you as one of our partners. If you have any questions about Zoo Brew 2008 or this agreement, please don't hesitate to contact one of us.

Warmest Regards,

A handwritten signature in black ink that reads "Amy Sutherland".

Amy Sutherland  
Special Events Manager  
[asutherland@thephxzoo.com](mailto:asutherland@thephxzoo.com)

A handwritten signature in black ink that reads "Chris Ramos".

Chris Ramos  
Group Services Manager  
[cramos@thephxzoo.com](mailto:cramos@thephxzoo.com)



## FOOD & BEVERAGE VENDOR AGREEMENT

The following is an agreement between The Arizona Zoological Society, dba “The Phoenix Zoo” (hereinafter referred to as “AZS”) and:

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(Please write in the legal establishment or company name)

(Hereinafter referred to as “Vendor”) to outline responsibilities and policies for Zoo Brew 2008, a fundraiser taking place from 7:00pm to 11:00pm on Friday, April 11, 2008 at the Phoenix Zoo, 455 N. Galvin Parkway, Phoenix, Arizona, 85008.

The Vendor’s name will read as follows on all Zoo Brew signage, promotional materials, etc.:

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(Please write the exact name you want to appear on Zoo Brew signage, promotional materials, etc.)

**The Vendor agrees to the following, and agrees to notify all staff members of the following:**

1. Protect, indemnify and save harmless AZS from any liabilities for personal injuries, death and/or property damage incurred by any person in connection with the Vendor’s performance.
2. Provide proof of a minimum of \$1 million dollars of General Liability Insurance naming the AZS as additional insured. The policy should cover the dates of your load-in, event and load-out, and must be received by the AZS no later than March 11, 2008.
3. Provide proof of Workman’s Compensation Insurance to the AZS no later than March 11, 2008. Anyone working the event on the Vendor’s behalf must be a direct employee of the Vendor issuing the insurance and must be covered by the Vendor’s Workman’s Compensation Insurance.
4. Provide proof of Auto Insurance to the AZS no later than March 11, 2008 if any of the Vendor’s staff will be driving on AZS grounds (does not include the parking lot) for any reason, including to set-up, product/material drop off or take-down booths, etc. Only one vehicle at a time per Vendor will be permitted to unload/load on AZS grounds. Additional information regarding load-in and load-out will be sent to you in your Vendor Packet at a later date.
5. **FOOD & KEG/TAP BEVERAGE VENDORS ONLY:** Provide proof of one of the following Maricopa County Environmental Services (Environmental Health Division) permits to the AZS no later than March 11, 2008. If you have any questions or if you need to purchase a permit, please contact Greg Epperson, Special Events Program Coordinator with the MCES at 602-506-6978, [gepperso@mail.maricopa.gov](mailto:gepperso@mail.maricopa.gov) or visit [www.maricopa.gov](http://www.maricopa.gov).
  - a. Current Mobile Food Cart Permit
  - b. Current Catering, Food Peddler or Push Cart Permit
  - c. Temporary Special Event Catering Permit

6. **FOOD & KEG/TAP BEVERAGE VENDORS ONLY:** Abide by all MCES policies and requirements. All Vendor staff members must be knowledgeable of and abide by MCES policies and requirements. The MCES will be on-site at the event and will fine or shut down anyone not in compliance. The MCES requires all Vendors to have a gravity fed water source or running water, soap, paper towels, a water catch and in some cases a ground cover tarp, all of which the AZS will provide.
7. Provide, at no cost to AZS, a minimum of 2,500 tasting samples (3 oz. maximum for all beer/liquor samples).
8. Provide, at no cost to AZS, the equipment necessary to prepare and/or serve your tasting samples. These include, but are not limited to: ice containers, power cords, chafers, trays, warming ovens, refrigeration units, grills, charcoal, grease disposal buckets, containers for water, etc.
  - a. Arizona Tents & Events is the approved rental company for the AZS. You may set-up an account and place your order through them directly by contacting Kris McDonald at 602-252-0961 or [kris@aztents.com](mailto:kris@aztents.com). They will coordinate delivery of your rental items to your assigned booth.
  - b. The AZS will provide up to 1,000 pieces of tableware to Vendors who return the Tableware Request Form by March 11, 2008. Tableware includes napkins, plates, bowls, utensils, cocktail glasses, ice, etc. Additional tableware (1,500) must be provided by the vendor for sampling.
  - c. **KEG/TAP BEVERAGE VENDORS ONLY:** AZS will provide all beverage cups (2,500 cups total) to vendors. Cups must hold 5oz of liquid or less.
  - d. The AZS will provide a basic booth setup, including tables, table covers, basic lighting and a basic name sign.
9. Decorate your assigned booth in an attractive and creative manner. Please only use decorations that will not interfere with patron traffic lanes or neighboring vendors. For the health and safety of the animals and guests, confetti, balloons, glitter, fireworks and straws may not be brought onto AZS grounds. All giveaway items and/or decorations must be pre-approved by the AZS.
10. Complete your booth setup no later than 6:00pm and remain open until 11:00pm. For the safety of AZS staff, guests and other participating vendors, we require that Vendors not close or break-down their booth(s) or attempt to leave before 11:00pm. If you run out of food or beverages early, you must leave fully intact until 11:00pm.
11. Upon departure, trash must be placed neatly in your booth area(s) for cleanup crews, and all equipment/items provided by the AZS must remain in place. Emptied bottles (if applicable) should be returned to their original case and placed in the designated recycle pick-up location at the event.
12. Provide the AZS with the number of staff members working the event no later than March 11, 2008. At least one staff member must be available in each booth at all times. We will provide you with up to six (6) vendor passes, which you will be responsible for distributing. Due to strict security protocol, staff arriving without vendor passes will not be admitted. No exceptions. Vendor staff should be dressed appropriately.
13. This event is a 21 and over event, including staff, volunteers and vendors, etc. All of the Vendor's employees must be 21 years of age or older to enter the event at any time. No exceptions. **ID REQUIRED AT ALL ENTRY POINTS, INCLUDING THE CHECK-IN GATE.**
14. Liquor sampling and/or consumption by staff, volunteers and vendors is prohibited. Only ticketed guests may sample and/or consume alcohol on AZS grounds. No exceptions.
15. Liquor may only be brought onto AZS grounds for the purpose of providing tasting samples for ticketed guests. Vendors may not bring alcohol on AZS grounds for their staff to consume. Anyone found to have brought liquor on AZS grounds for personal consumption will be escorted off AZS grounds, and the liquor will be confiscated.
16. The AZS is a completely non-smoking facility. There are no designated smoking areas, except in the public parking lot areas outside of AZS grounds. Smoking is prohibited by staff, volunteers, vendors and guests. Anyone found smoking on AZS property will be escorted off-premises.

17. All beer purveyors may only provide a maximum of 3 oz. samples in the Zoo Brew mini beer mugs provided to each ticketed guest upon entry, and must hole punch the liquor sampling cards for each tasting sample given. No exceptions. The Arizona State Liquor Board will be on-site at the event. Anyone found to be giving larger tasting samples or found to not be hole punching the liquor sampling cards will be asked to leave the premises, and may not participate in Zoo Brew again.

**The AZS also requests that all Vendors support and promote the event whenever possible:**

- ✓ Flyer/Poster Display & Distribution
- ✓ E-Blasts to Employees, etc.
- ✓ Website promotion with event logo & link
- ✓ Bill stuffers
- ✓ Inclusion on any distributed print materials
- ✓ Inclusion in any advertising

**The AZS agrees to the following:**

1. Provide an approximately 12'x12' booth area with three 6' tables, plastic table covers, adequate lighting, and a standardized name sign. If you require additional space or booths, please notify us.
2. Provide a minimum of two volunteers in each booth to assist with serving throughout the night. If you require additional assistance, please notify us.
3. Provide, upon request, tableware and ice, only if required form is received by the AZS in advance.
4. **FOOD & KEG/TAP BEVERAGE VENDORS ONLY:** Provide the MCES required gravity fed water source or running water, soap, paper towels, a water catch and in some cases a ground cover tarp.
5. Provide proper electrical power/electrical service at no cost. We must receive a complete list of all items you intend to plug-in, including voltage and watts, no later than March 14, 2008. We need this information in order to provide adequate power and proper outlets for your booth. It is extremely difficult to make adjustments to this equipment the day of the event. If you are unsure about your needs, please contact Joe Wilkes at [jwilkes@thephxzoo.com](mailto:jwilkes@thephxzoo.com) or call 602-273-1341.
6. Provide vendor passes for your staff. All Vendors will receive a maximum of six (6) passes. All requested passes must be used for working staff only, and may not be used as an entry ticket. Please plan accordingly.

**To thank you for your generous participation and support, the AZS will also provide:**

1. Two (2) Complimentary General Admission Tickets to the event (due to the fundraising status of this event, additional complimentary tickets above and beyond this amount are not available)
2. Six (6) Daytime General Admission Tickets to the Phoenix Zoo
3. Recognition in available print materials, which may include programs, flyers and posters
4. Recognition as a participant in Wild Times Magazine, distributed to over 40,000 households
5. Recognition as a participant on [www.phoenixzoo.org](http://www.phoenixzoo.org), which receives 1.25 million hits per year
6. Tax receipt for the value of your food or beverage sampling donation, minus the value of any tickets we are providing for you. Please check with your tax professional on tax rules and regulations.

**This agreement:**

1. Shall be for a term commencing on the date of its signing and continuing through April 11, 2008, unless Vendor or AZS provides written cancellation thirty (30) days prior to the event.
2. May not be assigned by either party without the express written consent of the other party.
3. Shall be construed in accordance with Arizona State laws.
4. Contains the entire understanding between the parties hereto. There are no representations or undertakings by either party except those set forth herein.

**Please confirm that this agreement is accurate and completely sets forth the understanding between the Vendor and AZS. Once signed, please fax to Amy Sutherland at 602-914-4328.**

Vendor:

Arizona Zoological Society:

Signature

\_\_\_\_\_

\_\_\_\_\_

Title

\_\_\_\_\_

\_\_\_\_\_

Date

\_\_\_\_\_

\_\_\_\_\_



## VENDOR INFORMATION FORM

**\*\*Please send or fax back to 602-914-4328 no later than March 14, 2008\*\***

Vendor Name (As you would like it printed in advertising, web, etc)

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Parent Company \_\_\_\_\_

Website Address \_\_\_\_\_

Contact Name(s) \_\_\_\_\_

Phone Number(s) \_\_\_\_\_

E-Mail Address(es) \_\_\_\_\_

Mailing Address \_\_\_\_\_

Menu at Zoo Brew \_\_\_\_\_

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Estimated Value of Menu Donation \_\_\_\_\_

(We will provide you with a receipt of this donation for tax purposes.)

Tableware & Ice Request (please provide quantities needed up to 1,000 pieces). Vendor is responsible for providing remaining quantity of paper products. Estimated Attendance is 2,500 guests.

Plates \_\_\_\_\_ Bowls \_\_\_\_\_ Napkins \_\_\_\_\_

Spoons \_\_\_\_\_ Forks \_\_\_\_\_ Sample Cups \_\_\_\_\_

Ice (20lb bag) \_\_\_\_\_ Other \_\_\_\_\_

**\*\*\*AZS will provide all 5oz cups to Beverage Vendors.**

Power Requirements (please provide type of equipment, voltage and watts for each)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Vendor Passes (maximum of 6 per Vendor booth)

How many do you need? \_\_\_\_\_

Booth Décor Description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Additional Giveaway Items/Literature for Distribution Approval: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you like to donate gift certificate(s)/card(s), gift basket(s), item(s) or special experience(s) to the Zoo Brew Raffle? If yes, please describe:

\_\_\_\_\_  
\_\_\_\_\_

(We will provide you with a receipt of this donation for tax purposes.)

**Please fax this completed form to Amy Sutherland at  
602-914-4328. THANK YOU!**



## SUMMARY: WHAT WE NEED FROM YOU BY MARCH 14, 2008...

- ✓ Signed Food & Beverage Vendor Agreement
- ✓ Proof of General Liability Insurance (as outlined in the agreement)
- ✓ Proof of Workman's Compensation Insurance
- ✓ Proof of Auto Insurance
- ✓ Copy of Appropriate Permit from Maricopa County Environmental Services, Environmental Health Division
- ✓ Logo in Electronic Format sent to [asutherland@thephxzoo.com](mailto:asutherland@thephxzoo.com)
- ✓ Information Form, including:
  - Contact Information
  - Sampling Menu
  - Value of Menu Donation
  - Tableware & Ice Request
  - Power Requirements
  - Vendor Pass Needs
  - Booth Décor Description
  - Additional Giveaway Items/Literature for Distribution Approval
  - Agreement to donate gift certificate(s)/card(s), gift basket(s), item(s) or special experience(s) to the Zoo Brew Raffle

**Please fax all items to Amy Sutherland at 602.914.4328  
by FRIDAY, MARCH 14<sup>th</sup>. THANK YOU!!!**

**Amy L. Sutherland**  
**Special Events Manager**  
**The Phoenix Zoo**

455 N. Galvin Parkway, Phoenix, AZ 85008

(602) 273-1341 main

(602) 914-4390 direct

(480) 294-0240 cell

(602) 914-4328 fax

[asutherland@thephxzoo.com](mailto:asutherland@thephxzoo.com)

[www.phoenixzoo.org](http://www.phoenixzoo.org)