



Thank you for your interest in participating in the Nashville Cherry Blossom Festival!

Taste of Japan Food Vendors Guidelines

Attached is an application to join the 2011 Nashville Cherry Blossom Festival as a Taste of Japan Food Vendor.

Food is an important aspect of Japanese culture and Taste of Japan section allows visitors to sample a variety of Japanese cuisine. The *Sakura Matsuri* highlights the culture and traditions of Japan, and the food that are sold in the Taste of Japan section should reflect this.

DATE: Saturday, March 26, 2011
PLACE: Nashville Public Square in Downtown Nashville
TIME: The festival will start at 10:00 am and end at 4:00 pm. The Festival is held rain or shine.

- The Nashville Cherry Blossom Festival Committee will decide the location for each vendor.
- **Applications are due by February 15, 2011.**
- You will be notified within 30 days after application whether you have been accepted.
- Space may not be available for applications submitted after February 15, 2011.
- There are two categories of food vendors:
 - Japanese menu - \$200
 - East Asian/Western menu - \$250
- *Priority is given to vendors of Japanese food.
- Nashville Cherry Blossom Festival volunteers will not help vendors to set up or take down their area, equipment, and supplies.
- All exhibitors are requested to provide an attractive Japanese appearance to their tent space. This should include attractive signs, posters, and decorations.

▶ Submit the attached application, together with (1) participant information; (2) participation fee, and your additional electrical requirements (if any); (3) proposed menu ◀



TASTE OF JAPAN FOOD VENDOR

APPLICATION FORM – PAGE 1

Restaurant Name:	
Contact Person:	
Title of Contact Person:	
Mailing Address:	
Telephone Number - Work:	
Telephone Number - Cell:	
Email Address:	Website Address:
Tax ID Number:	
How would you like your name / your organization's name to appear in any festival publications?	
Approximately how many members of your organization will be participating at the festival?	
<p>MENU: Our visitors express a preference for Japanese festival foods, so we have a lower fee and give priority to Japanese food menus. Space is available for vendors of other Asian foods, as well as limited space for Western food.</p> <p>Please provide your proposed menu below:</p>	

TASTE OF JAPAN FOOD VENDOR

APPLICATION FORM – PAGE 2

Restaurant Name:	
Please specify any requests for assistance, special equipment, electricity, or water. <i>(Please note that access to water and electricity is limited. If electricity is needed, you must provide your own extension and power cords):</i>	
ELECTRICAL NEEDS: List all electrical equipment you will use, such as rice cooker, hot plate, refrigerator, etc.:	
<input type="checkbox"/> We will need electricity - \$50 fee <input type="checkbox"/> We will not require electricity--we are using propane. You will need to approval for propane and need to follow Fire Marshall codes.	
EQUIPMENT: Taste of Japan Food Vendors are provided with one (1) 8 ft table and two (2) chairs free of charge. <u>Taste of Japan Food Vendors requiring larger space and/or additional equipment, including sidewalls, must pay the extra cost.</u> The Nashville Cherry Blossom Festival Committee will not order any special equipment for exhibitors other than tents, sidewalls, tables, and chairs. Please indicate your needs:	
TENTS*: One 10x10 tent is included with your participation fee	\$ 200 Japanese Menu OR \$ 250 East Asian/Western Menu
*If vendor has own tent or food cart, charge for participation is \$100	\$ _____
_____ Additional 10 x 10 tent (s) @ \$100 each	\$ _____
_____ Sidewall(s) @ \$ 25 each	\$ _____
TABLES: One 8 foot table	\$ <u>Free</u>
_____ Additional 8 foot table(s) @ \$15 each	\$ _____
CHAIRS: Two free chairs	\$ <u>Free</u>
_____ Additional chair(s) @ \$5 each	\$ _____
ELECTRICITY:	
_____ Electrical assess @ \$50 each	\$ _____
ADVERTISEMENT in Program (circulation 3,500):	
Quarter page: \$50; Half page \$100; Full page \$125	\$ _____
▶ TOTAL COST	▶ \$ _____

Please return this 2-page form and fees (payable to JAST) by February 15** to:
Japan-America Society of Tennessee

P.O. Box 19046, Nashville, TN 37219

Email: info@nashvillecherryblossomfestival.org Phone: (615)663-6060

***This is an **initial** deadline. Applications will be accepted after this date if space is still available, but vendors cannot be guaranteed participation and/or listing in all publicity if registered after February 15.*