



**turkish
festival**
WASHINGTON, DC

15TH TURKISH FESTIVAL & 9TH TURKISH RESTAURANT WEEK FOOD VENDOR PACKAGE

Organized by:



ATADC
American Turkish Association of
Washington DC
Since 1965



www.turkishfestival.org
www.turkishrestaurantweekdc.org

Dear Prospective Food Vendor:



The American Turkish Association of DC (ATA-DC) invites all Turkish restaurants and food vendors to join the 6th Turkish Heritage Month in **September 2017**. Food vendors will have the opportunity to promote their business and sell their products in two award-winning events this year:

- 15th Turkish Festival on Sunday September 24, 2017
- 9th Turkish Restaurant and Cuisine Week on September 8-17, 2017

September 2017 will be filled again with a variety of events showcasing Turkish culture, arts, cuisine, fashion, and music!

Thousands of guests will attend these cultural activities and the annual Turkish Festival to enjoy and savor the rich Turkish culture through your products. To maximize your exposure to our guests, we offer three vendor levels:

- **Platinum Level**
- **Gold Level**
- **Bronze Level**

Attached are the vendor fee schedule, rules and guidelines for the Turkish Festival and Turkish Restaurant and Cuisine Week. Please note that we have limited space, and it will be assigned on a first come first served basis. In order to guarantee your spot, please fill out the online form at the link below and make your payment in full by **August 16, 2017**.

[CLICK HERE TO APPLY](#)

For any questions, please contact ATA-DC Food Vendor Coordinators, Ms. Hande Ayan, Ms. Serpil Gulsen and Mr. Mert Arikan at foodvendors@turkishfestival.org.

Food Vendor Packages & Benefits



Platinum

Vendor space in 15th Turkish Festival and participation in Turkish Restaurant Week

Promotion through Turkish Festival social media pages

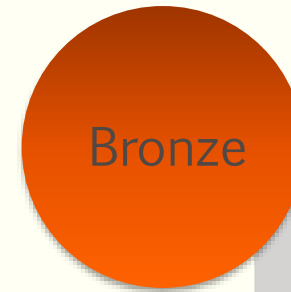
Receive quarter page advertisement space in ATANews magazine



Gold

Vendor space in 15th Turkish Festival

Promotion in Turkish Festival social media pages



Bronze

Participation in Turkish Restaurant Week

Promotion in Turkish Restaurant Week social media pages



ATA-DC Turkish Festival Terms and Conditions:

Please read the following terms and conditions for participating in this year's festivals carefully. All food vendors who participate must agree to these terms and conditions.

- **Commissions** — There will be no commission fee, no tickets and no fixed menu pricing.
- **DC Sales Tax** — It will be the vendor's responsibility to pay DC Sales Tax.
- **DC Health Department Orientation** — Food vendors will be **required** to attend an orientation session. ATA-DC will arrange these meetings close to the event dates. Due to certain violations by some food vendors in the previous years, *vendors who do not attend these sessions will not be able to set up on the day of the Festival.*
- **Drinks** — ATA-DC will sell Turkish Tea & Coffee. No vendor will be allowed to sell these types of items. *Also, alcoholic beverages cannot be sold.*
- **Food Menu** — All food items sold must represent Turkish Cuisine. Noncompliant food vendors can be dismissed.
- **Ice and water** — All food vendors need to bring their own water and ice.
- **Fire Extinguishers** — All food vendors must bring their own fire extinguisher.
- **Gloves and Head Cover** — All food vendor employees must wear gloves and cover their head when they work. Otherwise your tent may be shut down.
- **Food Containers** — All non-biodegradable foam (styrofoam) containers (cups, plates, boxes) are **banned by DC law.**
- **Propane and Charcoal Permit** — ATA-DC will secure the propane and/or charcoal permit for each vendor.
- **Signage** — ATA-DC will provide tent name signage. Vendors are not allowed to bring or use their own name signage.
- **Tables** — All tables must be covered; vendors are responsible for providing their own table coverings.
- **Tents** — ATA-DC will rent tents, tables, and chairs for vendors. Please rent the tent size that meets your needs. If you do not stay within the premises of your tent the DC Health Department will reinforce regulations by shutting down your tent.
- **Terms of Payment** — The fee is based on each vendor's tent size, table, and electrical requirements. Should you decide to participate in the Turkish Festival and/or Turkish Restaurant and Cuisine Week, please fill out the online application form and make your payment in full by August 16, 2017.
- **Refunds** — No refunds will be issued after vendor participates in the festival or if the vendor does not cancel his or her participation by September 11, 2017. Vendors, who cancel their participation by September 11, 2017 will be refunded 75 percent of their payment. 25 percent of the payment made will be deducted as service fee.



Turkish Festival Food Vendors - Responsibilities:

Vendors	ATA-DC
Setup vendor area	Rent and construct tents
Provide tablecloths (red or white)	Rent generators & provide electricity
Provide cups, plates, napkins, forks, knives etc (no styrofoam containers!)	Rent tables & chairs
Provide take home containers (if appropriate)	Handle all the marketing activities of the Turkish Festival and Turkish Restaurant Week
Provide menu signs	Conduct Health Dept. Orientation
Bring fire extinguisher	Provide propane and charcoal permits
Bring an extension cord for each machine and outlet you will use	Provide restaurant name sign

Turkish Restaurant and Cuisine Week – Terms and Conditions

- As a part of the Turkish Restaurant Week, participating food vendors are required to offer prefix, four-course dinner menu (including salad, meze appetizer, entrée platter or entre choices, and desert) to customers for a special price of **\$30**; and a three-course lunch menu (meze appetizer, entrée choices, and desert) for a price of **\$20**.
- This special rate will not cover tax, gratuity and beverages.
- The prefix menus will be designed by the participating restaurants, but each menu will be offered with the same name: **Turkish Restaurant Week**. Furthermore, the bottom line of the menus will have a short statement, which will promote the 15th Annual Turkish Festival. The statement will be provided to the restaurants by ATA-DC.
- ATA-DC undertakes, in conjunction with the 15th Annual Turkish Festival, the advertisement and marketing for this event.
- The website, www.turkishrestaurantweekdc.org will include information on each participating restaurant and the prefixed menu that is being offered by each restaurant during the restaurant week.
- Restaurants that would like to participate in this event are required to register with ATA-DC by filling out [an online application form](#) and pay a contribution fee so that their names will be put on advertisements and the website.
- Only restaurants that serve Turkish food will be accepted to participate in the Restaurant Week. (Pizza restaurants or sandwich cafes will not be included).
- To ensure that highest quality standard is reached to best promote the Turkish cuisine, the organizing committee keeps the right to final approval of participating restaurants.
- The participation fee is **\$500**, while food vendors who also participate in the 15th Annual Turkish Festival will get a special rate of **\$300**. The participation fee will be used to cover the marketing expenses of the event.
- The deadline for application is **August 16, 2017**. No late applications will be accepted.
- Should you decide to participate in the Restaurant Week, the full participation fee must be received by **August 16, 2017**.



Platinum Level Package****

TURKISH FESTIVAL IN WASHINGTON D.C.	AMOUNT
Choose your vendor type: Meat Entree Serving Vendor* (10 x 20 tent)	\$1950 (including propane permit***, 2 tables and 1 electrical outlet)
Meat Entree Serving Vendor* (10 x 10 tent)	\$1500 (including propane permit, 2 tables and 1 electrical outlet)
Non-Meat Entree Serving Vendor** (10 x 10 tent)	\$950 (including propane permit, 2 tables and 1 electrical outlet)
Additional Rentals: Additional Tables for rent (3ft x 6ft)	\$20 per table
Additional Electrical Outlets - 10 amps (1.1 kw)	\$30 per outlet
Total fee is due by August 16, 2017.	

- Turkish Festival in Washington DC (Sunday, September 24, 2017)

AND

- Turkish Restaurant Week (September 8 – 17, 2017)

NOTES:

* Meat Entrees include doner, lahmacun, kebab, etc.

**Non-Meat Entrees include manti, gozleme, simit, side dishes, deserts, bakeries, salads, vegetarian dishes, etc.

***Propane permit fee is \$100 and is included in the prices. Charcoal permit is an additional \$50.

**** Turkish Restaurant Week fee (\$300) is included in all prices.

ATA-DC family members receive 5% discount. Become a member at www.atadc.org

Gold Level Package

TURKISH FESTIVAL IN WASHINGTON D.C.	AMOUNT
Choose your vendor type: Meat Entree Serving Vendor* (10 x 20 tent)	\$1650 (including propane permit***, 2 tables and 1 electrical outlet)
Meat Entree Serving Vendor* (10 x 10 tent)	\$1200 (including propane permit, 1 table and 1 electrical outlet)
Non-Meat Entree Serving Vendor** (10 x 10 tent)	\$650 (including propane permit, 1 table and 1 electrical outlet)
Additional Rentals: Additional Tables for rent (3ft x 6ft)	\$20 per table
Additional Electrical Outlets 10 amps (1.1 kw)	\$30 per outlet
Total fee is due by August 16, 2017.	

- Turkish Festival in Washington DC (Sunday, September 24, 2017)

NOTES:

* *Meat Entrees include doner, lahmacun, kebab, etc.*

***Non-Meat Entrees include manti, gozleme, simit, side dishes, deserts, bakeries, salads, vegetarian dishes, etc.*

****Propane permit fee is \$100 and is included in the prices. Charcoal permit is an additional \$50.*

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Bronze Level Package



- ONLY Turkish Restaurant Week (September 8 – 17, 2017)

Payment due by August 16, 2017

	Participation Fee
Turkish Restaurant Week	\$500
Full Payment due by August 16, 2017	

NOTES:

- * Special rate for restaurants that are participating in ATA-DC Turkish Festival is \$300.

*ATA-DC family members receive 5% discount.
Become a member at www.atadc.org*