



Bonnaroo: “One of the 50 Moments that Changed the History of Rock & Roll”  
- Rolling Stone

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From June 10-13, 2010, 90,000 people will gather at Bonnaroo, for a four day music and camping extravaganza that offers a rich and varied celebration of the live music experience. Bonnaroo 2010 will feature Kings of Leon, Stevie Wonder and Jay-Z. With past headliners like Bruce Springsteen, Phish, The Police, Metallica, Pearl Jam, Tool, Radiohead, Dave Matthews Band, The Dead, Bob Dylan, and Widespread Panic, Bonnaroo features many of the top artists in the grassroots rock genre, along with hosts of acts in complementary styles such as jazz, bluegrass, and electronica. In its eight years of existence, a staggering range of artists have performed at Bonnaroo, from veteran legends such as James Brown, Neil Young, and Emmylou Harris, to hip-hop groups like Jurassic 5 and the Roots, to eclectic singer-songwriters Ben Harper and Jack Johnson to indie darlings such as Modest Mouse and Mars Volta.

In addition to 12 music stages at Bonnaroo, there is a 100-acre entertainment village that features round-the-clock attractions and activities including an arcade, cinema, comedy festival, yoga classes, a micro brew festival, and a music technology village, not to mention over a hundred vendors, cafes, and concessionaires providing high quality crafts and foods.

Since its inception in 2002, Bonnaroo has become a landmark event revered as “Festival of the Year” by Pollstar, Spin, and Rolling Stone. In 2002, Rolling Stone called Bonnaroo “the most ambitious festival of the year.” In 2003, the same publication named it “the American rock festival to end all festivals.” In 2004, The New York Times noted, “Bonnaroo, in just its third year, has already revolutionized the modern rock festival.” In a special issue of Rolling Stone, Bonnaroo was named one of the 50 moments that changed the history of rock & roll. Each year a DVD has been created to commemorate what is noted as a historic event. For more information go to [www.Bonnaroo.com](http://www.Bonnaroo.com).

### The Site

The site is a 700 acre farm in Manchester Tennessee, 60 miles southeast of Nashville. While the majority of the land is used for camping and parking, approximately 100 acres is used for performance and central gathering areas. Gates to the camping area open on Thursday morning, and close Monday afternoon.

The Main Stage venue (capacity 90,000 people) and the Second Stage venue (capacity 30,000 people) are the two main performance areas, open from approximately noon until midnight each day Friday through Sunday.

Centeroo is a 24-hour gathering place, featuring three large music tents, a Comedy Theatre, The Broopers Festival which features microbrews from all regions of the U.S., the Bonnaroo Market (craft and merchandise vendors), Planet Roo (the green village) an array of food and beverage vendors, several cafes with live entertainment, an arcade tent, cinema and several other special events. Most activities and vendors in Centeroo operate 24 hours, and there is live music in tent venues from approximately 12:00 noon until 8:00 pm and then from 12:00 midnight until 5:00 am.





## FOOD VENDING INFORMATION

### BOOTH SPACES

We are accepting applications for the following types of food vendors:

1. Booths: a 10 x 10 space will be provided. Multiple spaces are available. Power and water will be additional charges depending on individual vendor needs.
2. Mobile unit spaces: self contained vehicles or tents that provide their own power and water systems.
3. Carts: may sell pre-packaged , non-perishable items or cooked items

There are vending spaces available inside the concert venues, in Centeroo and in the campgrounds. For Centeroo and the campgrounds, preference will be given to vendors that can provide breakfast, lunch, dinner and late night fare from Thursday morning until Monday morning. Since we are expecting a large crowd for the weekend, it is imperative that each vendor has the experience and ability to serve large numbers of people quickly for extremely long hours.

The rent for each 10 x 10 space will be a \$2,000.00 guaranteed flat fee or a percentage of gross sales, whichever is higher. All guarantees must be paid before the event. Percentages will be determined with each vendor individually. Percentage of gross sales will range from 25 percent to 35 percent depending on complexity of menu items. All rent must be paid by the end of the event.

For some vendor rows the festival will provide artistic headers above the booths. These booths will be charged an additional fee for the premium space.

### FOOD AND BEVERAGE ITEMS

In addition to traditional festival fare, we would like to have a diverse array of interesting food items available, all at **reasonable** prices. Many people will prefer vegetarian options, so we encourage you to be creative in your menu offerings. Vendors may apply to sell homemade beverages (which need to be pre-approved), but all pre-packaged beverages and bottled water must be purchased on site through our distribution system. **Along with all foods choices, any specialty beverages sold must be pre-approved by the festival or it will not be allowed.**



## VENDOR CONTRIBUTION TO FESTIVAL GREENING

A festival as large as Bonnaroo can produce a lot of trash. We are very committed to reducing the amount of trash that is sent to the landfill and have been developing an extensive recycling and composting program. All vendors will be required to purchase compostable/ recyclable Bonnaroo paper products and cups. A complete list of what is available and the pricing will be sent with your confirmation letter if you are accepted.

As part of our commitment to the environment we encourage vendors to buy products locally and organically where possible. We will be sending out a list of local companies and farmers that may be able to meet your needs. Not only will you be supporting the reduction of carbon dioxide emissions and reduction of fuel consumption, your food will look and taste great!

## DAYS AND HOURS

All vendors must arrive on site on Monday or Tuesday the week of the festival depending on location. Venue vendors will be open Friday, Saturday and Sunday. Because of the extensive schedule of music and activities, Centeroo and campground vendors could be expected to be open for 14 - 20 hours Thursday through early Monday morning. Many vendors choose to remain open 24 hours. Hours of operation must be approved before the festival begins.

## PAPERWORK

Each vendor will be required to have a certificate of liability insurance, proof of Workers Compensation coverage, a Tennessee sales tax certificate, a Coffee County Transient Business License and a Health Department Permit. Those vendors accepted to the festival will receive an outline of the necessary paperwork with your acceptance letter. Participation in Bonnaroo 2009 does not guarantee a space in Bonnaroo 2010.

## HOW TO APPLY

Please complete the attached application form, along with any pertinent photos, samples or information, and return it via US Mail to:

Bonnaroo Music Festival  
PO Box 788  
Waitsfield, VT 05673

Applications must be received by March 5, 2010 to be included in the initial review and acceptance process. Applications will continue to be accepted after March 5 until all spaces are filled. Our primary method of sending out information is via e-mail. If you do not regularly check your e-mail or prefer us to send the information via US Mail please note that on the application form. Please address any questions you may have in writing and enclose with your application form. All proposals will be reviewed, and a letter will be sent to you indicating whether or not you have been accepted.



## FOOD VENDOR APPLICATION

Name: \_\_\_\_\_

DBA: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: work: \_\_\_\_\_

\_\_\_\_\_

home: \_\_\_\_\_

e-mail: \_\_\_\_\_

mobile: \_\_\_\_\_

e-mail will be our primary method of correspondence with you unless you note otherwise)

**1. What type of concession space are you interested in?**

Food: Booth  Mobile Unit  Cart

Location: Venue  Centeroo  Campground

**2. Please list ALL items that you would like to sell and corresponding prices.**

(please use reverse side if you need more space)

**3. Please specify what electrical appliances you will be using and what your power requirements are.**

**4. What experience do you have vending to a large crowd? Please list references, with names and phone numbers.**

**5. Please describe the appearance of your set up (tents, signs, banners etc.)**

Please include photos of your booth.

**6. Any other information that we should know about your operation. (please use other side)**

