

Horizon  
City  
Wine  
Festival

WINE | CRAFT BEER  
LIVE MUSIC | FOOD

**MEDIA KIT 2024**



(915) 637-0804  
horizonwinefestival@gmail.com  
horizoncitywinefestival.com

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## ***Thank you for your interest in participating in our event!***

We are excited about your interest in joining us for the 2024 Horizon City Wine Festival! Your participation as a vendor or sponsor would be immensely valuable. Our festival has a history of featuring outstanding musical talent, including Jonny Gray from "The Voice" in 2015, BOSSE in 2016, Broken Dime in 2017, and Brian Mars Band in 2018. We'd love to discuss this opportunity further with you.

Please feel free to reach out at (915) 637-0804 or via email at [horizonwinefestival@gmail.com](mailto:horizonwinefestival@gmail.com). For more information, visit our website at [horizoncitywinefestival.com](http://horizoncitywinefestival.com)

Please carefully review the following information.

Completed applications can be  
emailed to [horizonwinefestival@gmail.com](mailto:horizonwinefestival@gmail.com)

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# SPONSORSHIP PACKAGES

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## **Corporate Stage Sponsor ..... 5,000**

- Stage Sponsor for festival (1)
- Admission for 15
- VIP Admission for 6
- 10x10 tent
- Your own sponsorship table to advertise your company
- 5x3 Banner
- Banner on website linking to companies web page
- Mention in all media releases, radio spots, newspaper, advertising, publicity posters, magazine ads/articles, brochures, flyers, website, social media ,and public relations materials
- Special on-stage recognition of your sponsorship
- Your Company will have the opportunity to display a banner and/or signage at the event, and distribute collateral materials.

## **VIP Sponsor ..... 3,500**

- Sponsor for the VIP Section (1)
- Admission for 15
- VIP Admission for 6
- 10x10 tent
- Your own sponsorship table to advertise your company
- 5x3 Banner
- Banner on website linking to companies web page
- Mention in all media releases, radio spots, newspaper, advertising, publicity posters, magazine ads/articles, brochures, flyers, website, social media ,and public relations materials
- Special on-stage recognition of your sponsorship
- Your Company will have the opportunity to display a banner and/or signage at the event, and distribute collateral materials.

## **VIP Station Sponsor ..... 3,000**

- Sponsor for the VIP Station (4)
- Admission for 15
- VIP Admission for 6
- 10x10 tent
- Your own sponsorship table to advertise your company
- 5x3 Banner
- Banner on website linking to companies web page
- Mention in all media releases, radio spots, newspaper, advertising, publicity posters, magazine ads/articles, brochures, flyers, website, social media ,and public relations materials
- Special on-stage recognition of your sponsorship
- Your Company will have the opportunity to display a banner and/or signage at the event, and distribute collateral materials.

# SPONSORSHIP PACKAGES

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## **Bordeaux Sponsorship .....\$2,500**

- Admission for 15
- VIP Admission for 6
- 10x10 tent
- Your own sponsorship table to advertise your company
- 5x3 Banner
- Banner on website linking to companies web page
- Mention in all media releases, radio spots, newspaper, advertising, publicity posters, magazine ads/articles, brochures, flyers, website, social media
- ,and public relations materials
- Special on-stage recognition of your sponsorship
- Your Company will have the opportunity to display a banner and/or signage at the event, and distribute collateral materials.

## **Champagne Package .....\$1,500**

- Admission for 12
- VIP Admission for 4
- 10x10 tent
- 5x3 Banner with logo at event
- Banner on website linking to companies web page
- Your own sponsor table to advertise
- Logo on website
- Logo on all printed materials
- 5 Social media posting including Twitter, Facebook, and Instagram

## **Red Package .....\$1,000**

- Admission for 8
- VIP Admission for 2
- 5x3 Banner with logo at event
- Your own sponsor table to advertise
- Logo on website
- Logo on all printed materials
- 3 Social Media Posts

# IMPORTANT INFO

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## ***Important dates***

**Date:** SATURDAY September 21st, 2024

**Time:** 2:00pm-12:00am

**Location:** 500 Peyton Rd.

**Set Up:** FRIDAY September 20th 2024

**Breakdown:** SUNDAY September 22nd, 2024

## ***Deadlines***

**Deadline for application submissions:** September 1st, 2024

**Deadline for sponsorship application submissions:** September 1st, 2024

**Deadline for application payment:** September 1st, 2024

Application is not complete without the following items:

- Complete "Vendor Information" Sheet & Signatures
- Proposed menu including item description and pricing (see prohibited vending items below)
- Deposit

## ***Pricing***

Pricing is as follows:

**Retail Vendors:** \$195, \$225, \$250

**Food Vendors:** \$450

# VENDOR APPLICATION

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## Vendor Info

Type of Vendor: **Food Vendor**       **Retail Vendor**  (Please check one)

Business name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Business address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

### FOR RETAIL VENDORS:

Briefly describe the items you would like to sell:

### FOR FOOD VENDORS:

Proposed menu:

Vehicle type and size: \_\_\_\_\_

## Vendor Fees & Specifications

### **VENDOR FEES:**

All fees must be paid in full by **September 1st**. If payment is not received by close of business day, you automatically forfeit your location.

Please make your check payable to "The Horizon City Wine Festival."

Locations must provide their own energy needs.

Any additional generators must be pre-approved by The Horizon City Wine Festival.

**\$100 Security Deposit** is required for the grounds and will be returned once grounds are evaluated after the conclusion of the festival. Grounds must be left exactly as they were found before the festival.

**NON-TRANSFERABLE**—Vendors, whether they are present or not, cannot offer/transfer their assigned spaces to another vendor.

**WATER:** The festival has limited access to water. The festival does not provide direct hookups.

**TRASH REMOVAL:** Grounds must be kept clean and free from debris. There will be designated recycling dumpsters and trash dumpsters provided for vendors to use during the weekend. At the end of each night, you must dispose of your own trash. Failure to do so will result in a non-refund of your deposit.

**Food vendors are expected to provide their own trash bins and trash bags.**

**GREASE:** Vendors are responsible for the disposal of their own grease. There will be no grease bins available on site for vendor use. All grease must remain with vendor and be taken off site for disposal after the festival. All food vendors using fry oil are to provide ground cover inside their designated area for the absorption of grease where applicable. No food vendor will be allowed to open for business (or stay in business during the weekend) if this ground cover is not in place. Grease absorbent mats work the best. Absolutely no grease or grey matter is to be disposed of on the grounds, in portable restrooms or down any drains. Anyone found doing this will forfeit their security deposit, immediately be ordered to leave the event site, and could potentially face criminal charges.

**PARKING:** Vendors will be given a map with their parking location.

**ICE:** Ice may be purchased through The Horizon City Wine Festival for \$7.50 (40lb.) bag, and vendors must provide own transportation of ice from units to their location (i.e. hand truck, cart, wagon, etc.).

**DRINKS:** Soda/Water/Energy Drinks will be sold by The Horizon City Wine Festival. Vendors will not be allowed to sell any beverages.

**LIABILITY:** The vendor bears sole responsibility for any personal injury, property or merchandise placed upon or sold from the Festival premises. The vendor agrees to indemnify and hold harmless The Horizon City Wine Festival, and the City of El Paso, its elected/appointed officials, employees, agents and volunteers against all loss, injury, damage, or liability to persons or property sustained by reason of the vendor's activities on the premises, including selling, storage and merchandising, or the vendor's occupancy of the premises, or use of common areas, or any portion thereof. Indemnification shall include, The Horizon City Wine Festival, shall be entitled to recover, all reasonable attorney's fees and costs at trial and on appeal.

**Business Owner's Initials:** X \_\_\_\_\_

**HEALTH DEPARTMENT PERMITS:** All approved vendors will be required at their own expense to carry a Temporary Food Permit from the El Paso Health Department.

**VENDOR LICENSE:** ALL APPLICANTS must obtain a Vendor License from El Paso County, by September 1st OR BE SUBJECT TO LOSS OF DEPOSIT AND RENTED SPACE.

**FIRE MARSHAL:** Vendors must meet all requirements set forth by the Horizon City Fire Marshal. This includes, but is not limited to, having all labeled fire retardant structures (tents/sidewalls, etc.) when applicable. ALL VENDORS ARE REQUIRED TO HAVE fire extinguishers AND MUST have a valid recharged tag. If you are operating with fryers or grease, you must have a special K silver extinguisher. If you have any additional questions, please contact El Paso Fire Department.

**PROPANE TANK PERMIT:** If you are planning on using a propane tank to cook, you must obtain the \$125 Propane Permit from the Fire Marshal in El Paso County The permit is good for the entire year in El Paso, Texas.  
Please contact David Morales (915) 637-0804 for more information.

**NON-COMPLIANCE:** The Horizon City Wine Festival has the right to refuse any vendor participating at The Horizon City Wine Festival if they do not comply with the rules set forth by The Horizon City Wine Festival. If a vendor is found Non-compliant, the Horizon City Wine Festival will not refund vendor fees.

**CANCELLATIONS:** No refunds will be given for any cancellation. If there are any questions, please email: [info@horizoncitywinefestival.com](mailto:info@horizoncitywinefestival.com)

I agree to all the terms and conditions set forth by The Horizon City Wine Festival.

**Print Name:** \_\_\_\_\_

**Signature Date:** \_\_\_\_\_

**Title/Company:** \_\_\_\_\_

THANK YOU!

**Horizon City Wine Festival**

[www.horizoncitywinefestival.com](http://www.horizoncitywinefestival.com)

(915) 637-0804

If you would like to email your application please do so to:  
[horizonwinefestival@gmail.com](mailto:horizonwinefestival@gmail.com)

You can also mail it to:

2627 E. Yandell

El Paso, TX 79903



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