



## 2020 Vendor Package



# Fast Taco Facts:

## What is Tacofest?

Waterloo Region Tacofest promises three things: tacos, craft beer, and good times. All proceeds from the event support Community Support Connections, a local charity who works for seniors and adults with disabilities.

Featuring 16 local restaurants and their finest tacos, 16 local craft breweries serving their best brews, music, face painting, balloon twisting and more, Tacofest promises to once again rock Waterloo Region for the 8th year in a row!!

## Where and When is Tacofest?

The event will take place on Friday, June 12th at THEMUSEUM in Downtown Kitchener. It will run from 6:00pm to 10:00pm.

## How Many People Will be There?

On the event day, you will be in front of an audience of 800, including our vendors and sponsors. Your presence will also feature in our digital marketing campaigns, broadcast to our extensive online community. Your branding will be visible to the thousands of people accessing our blog, seeking event information, receiving news and updates, and purchasing their tickets.

## What is Supplied?

Tacofest will supply hand washing stations, tables, linens, plates, and napkins. We also have some amazing volunteers that we will be available to help you set-up on the day of the event. We also supply some stylish glasses for brews to be poured into (thanks to our Green Sponsor).



# What do Tacofesters say...

**"Tacofest is the best charity event in KW!"**

**"Tacofest was perfect this year....  
The variety of tacos were amazing and delicious!"**

## Will You Have Ice?

We will provide two bags of ice for each BEER vendor. If you think that you will need more ice for event day, you will have to bring it with you.

## What Do I Need?

Tacofest will require you bring both your product and the means to serve it. Food must be prepared ahead of time as vendors are not allowed to cook using an open flame on site. Last year our guests consumed on average ten tacos and ten beer samples each. With close to 700 ticketholders, that worked out to be 450 tacos per taco vendor and 450 beer samples per beer vendor, but last year some people loved particular vendors so much they came back for seconds. We also recieved feedback that attendees would like smaller tacos so they could sample all 16 (or at least they want to try!). We defer to your experience as a vendor as to just how much food or beer you need.

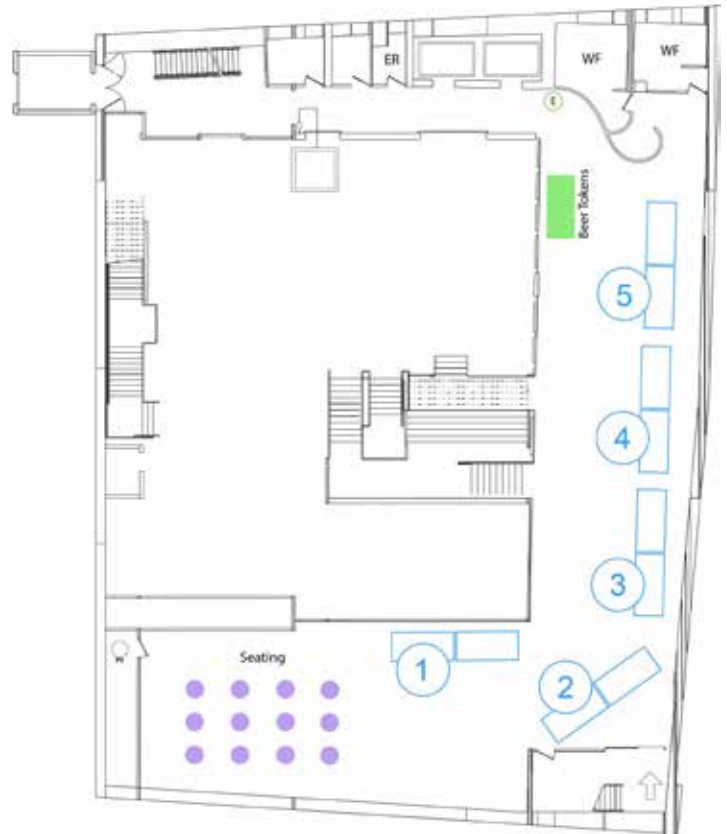
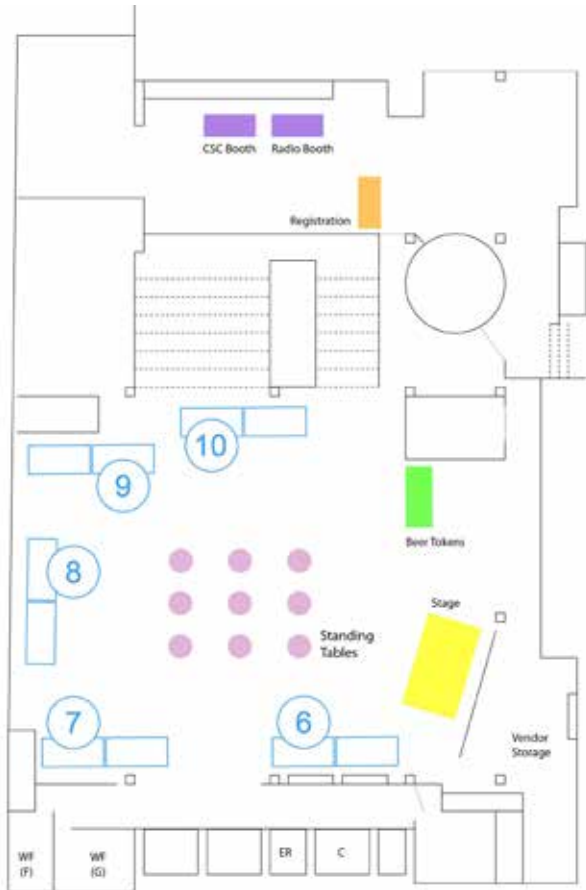
## How Many Vendors?

Tacofest 2020 will feature 16 taco vendors and 16 beer vendors. Each taco vendor will be matched with a beer vendor for the event. They will be situated next to each other and can coordinate their pairing ahead of time.



# 2019 Tacofest

## THE MUSEUM



### How are vendor spots determined?

Included in the Taco Vendor event package is a checklist and link to public health forms. Locations at the event will be offered in a first come, first serve basis based on when Taco Vendors submit their finished pack. We will accommodate requested pairings whenever possible. Event packages will be distributed upon confirmation of participation by a vendor.

### Pairings

We will put Taco Vendors and Beer Vendors in contact should they wish to communicate before the event about pairing their tacos and beer.

# Thank you to our 2019 Vendors

## Tacos



## Craft Beer



# Awards

## The Golden Taco

Our judging panel consists of local food critics, Tacofest committee members, select sponsors and media personalities. Judges are given a scorecard with outlined criteria (included in vendor package). Judges will not be able to see each others scores. Scores will remain confidential and will self-destruct immediately after tallying. The vendor with the highest combined score will be awarded The Golden Taco Trophy and all associated bragging rights.

## The People's Taco

All patrons have the option to sample as many tacos as they can stuff into their mouths, before voting on their favourite. The vendor with the most votes will receive the coveted People's Taco Trophy.

## Vegetarian Victor

Patrons will have the option to vote for their favourite vegetarian taco. Vendors are encouraged to bring a vegetarian option or adaptation as this is a popular category. The vendor with the most vegetarian votes will receive the exciting Vegetarian Victor Trophy.

## Best Brew

Our judging panel consists of local craft beer gurus. Judges are given a scorecard with outlined criteria. Judges will not be able to see each others scores. Scores will remain confidential until after tallying. The vendor with the highest combined score will be awarded The Best Brew Trophy and all associated bragging rights.

## The People's Brew

All patrons have the option to sample brews before voting on their favourite. The vendor with the most votes will receive the coveted People's Brew Trophy.



# Promotion

## Social Media Accounts

### Event Accounts:



Twitter: @TacofestWR  
Instagram: @tacofestwr  
Facebook: Waterloo Region Tacofest  
Website: Tacofest.ca

### Beneficiary Accounts:



Twitter: @CSCMOW  
Facebook: Community Support Connections  
Website: [communitysupportconnections.org](http://communitysupportconnections.org)

## Media

We use all media opportunities to promote our participating vendors. If you would like to take part in potential media interviews and stories about Tacofest, please let us know and we will keep your name on hand should media want to talk to one of our awesome supporters.

## In-Store Promotions

Please feel free to run promotions or contests leading up to Tacofest. If you let us know what you are doing we will do our best to drive as much business to your restaurant as possible leading up to the event. You may want to do a taco tasting feature where patrons can vote on what taco they think you should bring on the big day. If you would like to do something, just let us know and we will help promote it!

## Contact Information

For information about the event feel free to contact Rosalind Horne.

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Tacofest.ca