

VENDOR INFO



APPLICATION

If you are interested in being a food or merchandise vendor in DeWitt on July 30, 2021 when RAGBRAI rides to town, please visit <https://ragbrai.com/route-maps/dewitt/> to fill out and submit the [application](#). Applications are due June 1, 2021.

In addition to contact information, you will need to provide the following information with the application:

- Sales Tax Permit or Federal ID#
- Proof of temporary or transient food service license
- Proof of liability insurance
- Product or service providing
- Hours of operation
- What will you be serving from:
 - Tent
 - Licensed Food Truck
 - Existing Facility
- How much space will you need?
 - 10 X 20
 - 10 X 30
 - 10 X 40
- Electrical Service Needs

Vendor fees can be found on the application.

TIMELINE

FRIDAY, JULY 30

- Most rider support vehicles arrive between 8 a.m. and noon.
- Festivities will begin downtown at 11 a.m. and go until 11 p.m.
- Majority of riders arrive between 2-6 p.m.
- Most meals will be served between 4-8 p.m.
- It's a good idea to have some food available after 8:00 p.m.

SATURDAY, JULY 31

- Recommended start by 4:30 a.m. to serve early riders.
- Finish by 9:00 a.m. after majority of riders head to Clinton.

LOCAL RULES AND REGULATIONS

- Must display official RAGBRAI Vendor Permit.
- Must comply with State of Iowa Food Service and Licensing requirements.
- Be sensitive to COVID-19 recommendations.

MEAL/FOOD PLANNING

- This event will service 15,000-20,000 people.
- Have a set number of meals you plan to serve.
- Determine number of hours you plan to serve.
- Think about how many people you can seat or

serve at one time, e.g. 4 hours x 150 people = 750-800 meals/people.

- Think about how many serving lines you may need or can accommodate. Plan on one food/beverage line per 100 people.
- Assume patrons will stay 45 minutes. Guests stay longer if you have air-conditioning.
- Clearly display menu with prices.
- If taking donations, be specific about what the donations will fund.

ADDITIONAL FOOD TIPS

- Homemade desserts, pies, ice cream, cakes and bars always sell well.
- If serving vegetarian/meatless or gluten free meals be sure to advertise. 5% of riders are vegetarians; 1% eat gluten-free.
- Go light on ham, brats, hot dogs and hamburgers. Riders usually eat these during the day and are looking for something different for dinner.
- We want you to be successful so it's better to run out than have leftovers and lose money.
- Set reasonable prices.

SET-UP/TEAR-DOWN INSTRUCTIONS, AND PARKING FOR VENDOR VEHICLES

- Parking for vendors will be available as close to downtown as possible. Once a location is determined we will share that information.
- Additional vendor information will be provided at next vendor meeting in June. Stay tuned!

TRASH & RECYCLING

- You are responsible for bringing your own trash cans for your area, however, dumpsters will be provided for you to deposit your trash.
- You must clean your area before you leave.
- \$200 clean-up deposit will be returned through mail after event if area is clean.

More information can be found on the application but if you have any questions, please email the committee at dewittragbraivendor@gmail.com.

TOP 10 SELLERS

Not sure what to serve? Here is a list of the most popular foods among riders:

- Lasagna with Meat
- Spaghetti with Meat
- Pizza
- BBQ
- Grilled Chicken
- Walking Tacos
- Baked Potato
- Steak Sandwich
- Turkey/Beef & Noodles
- Mexican Foods