



THE WHEAT RIDGE CARNATION FESTIVAL

2025 Food and Merchant Vendor Information

Friday, August 8, 2025 ~ 4pm-11pm

Saturday, August 9, 2025 ~ 11am-11pm

Sunday, August 10, 2025 ~ 9am- 6pm **(Sunday is required)**

Pricing:

| Category | Booth Size | 2025 |
|---------------------------------------|------------|---------|
| Artisan Vendor (WR) | 10x10 | \$200 |
| Artisan Vendor | 10x10 | \$250 |
| Merchant Vendor (WR) | 10x10 | \$375 |
| Merchant Vendor | 10x10 | \$500 |
| Merchant Vendor (WR) | 10x20 | \$750 |
| Merchant Vendor | 10x20 | \$925 |
| Food Vendor (WR) | 10x10 | \$825 |
| Food Vendor | 10x10 | \$1,000 |
| Food Vendor (WR) | 10x20 | \$1,500 |
| Food Vendor | 10x20 | \$1,875 |
| | | |
| (WR) = Wheat Ridge vendor or business | | |

Presented by the 501c3, The Carnation Festival, Inc., the event attracts daytime and evening family audiences, drawing over 25,000 festival-goers each year. This three-day event celebrates the incorporation of the City of Wheat Ridge and features arts and crafts, business and non-profit exhibitors, some of the best live music in the region, a full carnival, athletic events, a parade, a car show, and a great selection of food and entertainment. Both Friday and Saturday nights conclude with fireworks that are sure to be the best show you see all year, a real draw for our region. The Carnation Festival is promoted regionally and throughout the Denver metro area via newspapers, social media, local marketing, and radio. The event is also prominently marketed through local businesses and the community.

Location

Anderson Park is located at 4355 Field Street (44th Ave and Field st) in Wheat Ridge, CO 80033 in Jefferson County. As one of the premier parks in the region, Anderson provides many opportunities for family recreation; including access to Clear Creek and the Green Belt, picnic shelters, playgrounds, athletic fields, and a community swimming pool and indoor gym.

Eligibility

- Due to space limitations and a desire to avoid food category duplications – food vending opportunities are limited!
- All vendors must have a Wheat Ridge Sales tax or temporary license as well as CO Dept of Revenue Special Event License. CALL THE CITY OF WHEAT RIDGE AT 303-235-2818
- **All vendors need to provide a current certificate of insurance with liability limits of \$1mm per claim and \$2mm for all claims. THE CARNATION FESTIVAL INC MUST BE ADDED AS AN 'ADDITIONAL INSURED' ON THE CERTIFICATE.**
- IN ADDITION, All food vendors must be licensed for temporary food service through Jefferson County Public Health. CALL JEFFCO HEALTH AT 303-271-5776
- All food vendors must also provide full food service during all event hours.
- Past participation at this event does not entitle participation this year.

Booth Information

- Each vendor will be assigned a space previously agreed upon, spaces may not be finalized until check in day.
- Vendors must designate how they will load-in into the event, i.e. hand carry merchandise, hand cart or vehicle and what type of vehicle may be used. Vendors using trucks, trailers and vans to load-in their food inventory and equipment may have vehicle restrictions due to park requirements. No RV's will be allowed in during load-in or

tear-down. To the extent possible, festival staff may be available to help you transport your items from the parking lots to your booth with golf carts.

- Food vendor booth spaces are pre-assigned; and based on your space needs as well as food variety flow.
- Vendors are to provide their own booth and setup equipment – including tents, tables, chairs, lights, etc. Power is provided for general use for lights, small appliances, etc. You will need lights for evening hours. Be sure to bring your own extension cords. **Please provide as much information on your equipment as possible (ie Amperage and draw, use cycles and duration). We use a combination of shore and generator power; any change can set off a chain reaction of power loss. BE PATIENT, ELECTRICAL STAFF WILL BE ON SITE, BUT IT IS A BIG PARK AND THERE ARE A LOT OF THINGS GOING ON.**
- As we continue our effort to create a visually pleasing food court and midway, we ask that your booth looks professional with quality signage and a pleasing visual appearance. Make your booth fun and attractive. We encourage our vendors to use Carnation flowers in your booth set up or in your merchandise. Come prepared! Colorado weather can change quickly.

Payment System

- All sales will be the responsibility of each merchant, we no longer use a ticket system. Use of Credit cards is at your sole discretion and responsibility. WiFi and cell service in the park is sporadic and we do not have extra machines or capabilities for you to use ours.

Check-in / Set-up / Tear Down

- Due to the size and scope of this event, all vendors must set up their booth on Friday between 10am-2pm. Vendors will be allowed to drive to their booth at this time only (within vehicle restriction limits). In the event of rainy weather in the days prior to the event, park officials may restrict vehicles on the grass. **Vendor vehicles must be off the midway by 3pm at the latest.**
- Midway Merchandise Vendors, PLEASE KEEP WEST SIDE OF MIDWAY CLEAR AT ALL TIMES, ESPECIALLY DURING LOAD IN PROCESS. WE HAVE MANY LARGE TRUCKS SUPPLYING THE CARNIVAL AND FIREWORKS DURING LOAD IN TIME. BE AWARE OF LARGE VEHICLES PLEASE.
- The west side of the MIDWAY is a designated fire lane during our festival, no structures (tents, booths, displays) may be in this area at any time. You will be asked to move immediately.

- Load-in/tear down access is designed to help alleviate park damage. You will be notified of the 2025 load-in traffic pattern if it changes.
- **Note – there is no reserved vendor parking on site during festival hours. Plan ahead for parking.**
- When you arrive at check-in, a festival rep will provide you with your staff admission passes and direct you to your booth space.
- Restocking supplies and food items must be done by hand cart after your initial setup. Vehicles will only be allowed on the festival grounds 30 minutes after the event closes each night (11:30 pm). To the extent possible, festival staff may be available to help you transport your items from the parking lots to your booth with golf carts. Please inquire about this in advance.
- Overnight security will be on-site during all event hours and on Sunday evening. **No early departures on Saturday! Sunday is required - NO VENDORS WILL BE ALLOWED IN/OUT ACCESS AT ANY TIME ON SUNDAY BETWEEN 8:30-6. Teardown move out can take place on Sunday from 6pm – 8pm.**
- NO VEHICLES OTHER THAN FOOD TRUCKS OR TRAILERS THAT ARE PART OF YOUR DISPLAY WILL BE ALLOWED TO BE LEFT IN THE VENDOR AREAS OR PARK.
- No designated vendor parking is available but local businesses allow parking for this weekend unless otherwise posted, please respect our neighbors.
- IN THE EVENT OF INCLEMENT WEATHER, NO VEHICLES FOR LOAD OUT WILL BE ALLOWED IN THE PARK UNTIL THE POLICE DEEM IT SAFE!

Other Important Food Vendor Information

- Food vendors need to provide all necessary items to prepare their food and serve it. This includes chafing dishes, cooking utensils, coolers, etc. The festival does not have cooking or storage facilities available. You must also provide disposable plates, napkins and eating utensils.
- There are no waster barrels for grease and therefore you must provide your own. Festival volunteers will be available to pick up trash during the events, however you are responsible for cleaning your vendor area at event close.
- Ice may be purchased on-site during the event. You will be notified of the purchase process and price per bag prior to the event. *You must **pick up** your purchased ice from the main beer booth.*
- All food vendors MUST post their original “Permit to Conduct A Temporary Food Service Establishment in Jefferson County” in their booth. If the food vendor’s responsibility to comply with required food permits and licensing. Download Form 3610 at <https://www.jeffco.us/DocumentCenter/View/1755>. Be aware of 2024 rules and regulations! Jefferson County Public Health officials will be on-site on inspecting your food operation. It is imperative that you have all proper permits and be prepared for their inspections!

- Booth locations are determined according to your power needs, so you MUST correctly specify your electrical requirements in this application. There is an additional charge for 220-volt service or hardwiring. Know your appliance amp requirements.
- Food vendors need to provide a current certificate of insurance with liability limits of \$1mm per claim and \$2mm for all claims. THE CARNATION FESTIVAL INC MUST BE ADDED AS AN 'ALSO INSURED' ON THE CERTIFICATE.
- No entrant will be accepted without payment-no exceptions.
- If your contact info or email address changes, it is your responsibility to notify us.

Please reach out to info@thecarnationfestival.com with any questions.