



# FOOD VENDOR INFORMATION

Thank you for your interest in being a part of #Niellesbackyardcookout.

#Niellesbackyardcookout is produced by Nielle Creations and a group of volunteers.

Vendors will find that, beyond the sales, #NiellesBackyardCookout is an effective marketing tool for their respective businesses. Vendors get the opportunity to advertise and sell their products and services and also gain new customers

Vendors also have the opportunity participate in the event engagement that will allow them gain further exposure and patronage.

All Vendor stands cost 10,000 naira

## **Event Engagement Strategy**

### **Pre-event promotion**

All selected vendors are to submit their logo design in PNG format and selected media showcasing their products and services. A customized flyer will be created for each vendor using their logo and will be posted on our social media pages. Vendors are also advised to share the flyer with their customers and notify them of their presence at the event

### **Vendor Raffle Draw**

Vendors will be given number tickets to give customers who purchase 2000 naira worth of items and above.

Customers who patronize from five different stores will be given five unique numbers and will get a chance to win.

Vendors interested in participating would be required to give a free item which will be used in the collection of prizes for the winners.

## **Food Vendor Eligibility Requirements**

To be eligible for selection, Vendors must meet the following criteria.

1. Vendors must only sell within the following items
  - a) Finger Foods: Asun, Snails, Small Chops, Corn Dogs, Sharwama etc.
  - b) Healthy Options: Salads, Smoothies, Juices, Wraps etc.
  - c) Baked Goods: Doughnuts, Bread, Cakes, Cookies, Croissants etc.
  - d) Confectionary: Chocolates, Candy, Waffles etc.
  - e) Dairy: Ice cream, Yoghurt, Milkshakes etc.
  - f) Locals: Ofada Rice, Moin Moin, Eko, Amala, Pepper Soup etc.
  - g) Drinks: Mocktails, Cocktails, Slushies, Iced teas, Lemonade, Juices etc.

Interested Vendors will be required to submit a menu of what they intend to sell.

2. Vendors will be required to open a Flutterwave account to accept electronic payments at the event

123, Medium Housing Estate, LSDPC, Ogba Lagos

Phone: 08129878793. Email: niellescreations@gmail.com

Facebook/Instagram: @niellesbackyardcookout. Twitter: @nielles\_cookout



3. Vendors will be required to sell reasonably priced items (i.e preferably items less than or equal to 3000 naira)

### **What each vendor is entitled to**

1. One table
2. Two chairs
3. Two bottles of water
4. Light bulb lighting
5. One socket
6. One large sign with vendor name
7. One POS machine

### **Vendors are allowed to bring in the following**

1. Utensils and equipment for cooking
2. Extension Cords
3. Waste bins
4. Assistants
5. Mini Standing fan

**Note: Items outside this list (i.e electrical appliances, extra tables and chairs) must be approved by the management team**

### **Rules & Regulations**

1. Vendors will be required to maintain the space given to them, extending beyond the space is forbidden.
2. Vendors are responsible for the space provided to them and must ensure to keep it tidy before leaving.
3. In order to achieve maximum sales, each vendor will be selling a different item from the other. Therefore, all vendors will be required to submit a menu of what they intend to sell on the day. Vendors are not allowed to sell outside of their proposed menu so as not to affect other vendors.
4. Vendors are not allowed to sell bottled water or beverages (i.e. Coke)
5. Vendors should maintain a high level of cleanliness during food preparation and serving to Customers

**Nielle's Backyard cookout is not liable to any losses incurred by the vendors, neither are we responsible for incidents encountered by customers from consumption of vendor food. Vendors are advised to notify customers of potential allergies or effects of consuming their food.**