



**REQUEST FOR PROPOSALS
2009 SWAIA SANTA FE INDIAN MARKET
OFFICIAL SNACK BOOTH VENDORS**

The Southwestern Association for Indian Arts, Inc. (SWAIA), the producer & sponsor of the annual SANTA FE INDIAN MARKET (since 1922), is hereby requesting proposals for our snack area of the Plaza by May 8, 2009.

BACKGROUND

SWAIA has extended its food services to now include snack booths on the plaza square during Indian Market. This year, we would like to feature a variety of foods and drinks to the artists and attendees. The request for proposals extends the offer of this sponsorship opportunity to vendors who sell snack-like foods. The snack booths provide an unparalleled opportunity to provide services to 100,000 people who visit Indian Market.

I. Services to be provided by Snack Vendors (Sponsor)

- The Sponsor will set-up and operate their own snack booth on Saturday, August 22, 2009 from 7am to 5pm and Sunday, August 23, 2009 from 8am to 5pm.
- The Sponsor may provide a variety of products for sale and provide their own inventory.
- The Sponsor is responsible for working with SWAIA staff to ensure that all city of Santa Fe ordinances and rules are followed in regards to operating a business during Indian Market on the Santa Fe Plaza.
- The Sponsor is responsible for keeping track of all sales and paying local sales taxes.
- The Sponsor is responsible for staffing the snack booth for the times mentioned above.
- The Sponsor must provide own signage, price lists and displays.
- Provide to SWAIA a percentage of gross profit sold during Indian Market.

II. Services to be provided by SWAIA Santa Fe Indian Market

- SWAIA will provide a 10 x 10 Booth prominently located on the Santa Fe Plaza. The booth will include basic tables, chairs.
- SWAIA will promote the snack area on the official Indian Market booth locator map printed and distributed by the Santa Fe New Mexican. This map is also distributed at each entry point of the market.
- Electricity will be provided, however no cooking will be allowed. Items such as popcorn, coffee, smoothie drinks, etc. are allowable.

TERMS OF THE SPONSORSHIP AGREEMENT

- Because this is a new sponsorship opportunity, the initial sponsorship will only during the Indian Market event.
- SWAIA will offer an option for renewal of the sponsorship on a year to year basis upon successful completion of the first year sponsorship.

III. FORMAT OF PROPOSAL RESPONSE

All interested parties should submit their response in writing to Caren Gala, SWAIA Programs Director by **5 p.m., May 8, 2009**. Proposals should include the following information and considerations:

- a. **Written intent to become an official snack vendor of the Santa Fe Indian Market** – including a statement of understanding of the terms of the sponsorship is 30% of gross profit.
- b. **Product and Price listing** that provides details of items that will be sold.
- c. **Set-up details** related equipment, sales areas and displays.

*Alternatively, the sponsor may propose a portion of in-kind support. Proposals including in-kind support must give detailed description, benefit, and value of in-kind services.

IV. DEADLINE FOR PROPOSAL

The deadline for receipt of proposal is **5:00 p.m., on May 8, 2009.**

V. DELIVERY OF PROPOSAL

Proposals may be mailed or delivered in person at the SWAIA offices. Please address proposals as follows:

Southwestern Association for Indian Arts (SWAIA)

Attn: Caren Gala, Programs Director

P.O. Box 969

Santa Fe, NM 87504

SWAIA's office location is 141 E. Palace, Santa Fe, NM 87501.

VI. Selection of Proposal

SWAIA will make the selections by May 15th. SWAIA reserves the right to select the licensee of its choice. For any questions regarding this Request for Proposals, please contact Caren Gala, Program Director at 505-983-5220, ext. 224 or cgala@swaia.org

The Southwestern Association for Indian Arts (SWAIA) greatly appreciates your consideration in this matter.