



Vendor Information Packet

Bronco Bash 2023

Prepared by Logistics Coordinator Tyler Smith

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Introduction

Statement of Purpose

The Vendor Information Packet (VIP) provides detailed information on the guidelines and procedures vendors are required to adhere to ensure Bronco Bash 2023 is conducted efficiently, safely, and fairly.

Bronco Bash 2023 Team Remarks

Bronco Bash is WMU's annual welcome back festival which assists students in transitioning back to campus life each fall! An estimated 15,000 students and community members attended Bronco Bash in 2022. Over 400 booths participated to share information, market services, and sign-up volunteers. Booths include Registers Student Organizations (RSOs), campus departments, local businesses, and non-profit community organizations.

Please reach out to Bronco Bash Logistics Coordinator, Tyler Smith (salp_events@wmich.edu), if you have any questions, thoughts, or comments.

Onward for the Brown and Gold!

Timeline

Below is a comprehensive list of important dates that lead up to Bronco Bash 2023

April 3 rd , 2023	Booth application opens
July 21st, 2023	Late fees begin
August 4 th , 2023	Final deadline
August 16 th , 2023	Release of Booth Assignments Begins
August 29 th , 2023 (11am EST)	Assigned Check-in Begins
August 29 th , 2023 (1pm EST)	Assigned Check-in Ends, Beginning of Open Check-in
August 29th, 2023 (2pm EST)	Open Check-in Ends (no call/no show)
August 29 th , 2023 (3pm EST)	Bronco Bash 2023 begins
August 29 th , 2023 (6pm EST)	Clean up begins
August 29 th , 2023 (8pm EST)	Load-out ends

Vendor Categories

Permitted Vendors

Permitted Vendors are only allowed to open booths in Bronco Bash 2023. Vendors are permitted after applying and approved by WMU Office of Student Engagement (procedure is laid out in the next section of this document). Permitted Vendors are differentiated as WMU Affiliate and WMU Non-Affiliate.

WMU Affiliate

WMU Affiliates are permitted vendors that are entities that already exist within WMU.

1. Registered Student Organizations (RSOs): 1st booth FREE, 2nd or more \$50/per booth
Registered Student Organizations (RSOs) are student organizations that are registered under WMU Office of Student Engagement. These organizations can be categorized into culture, sports, academic based, professional development, faith/spiritual, Greek Life, political & social, academic based, and student governments.
2. Programs & Departments: 1st booth FREE, 2nd or more \$50/per booth
Programs & Departments are divisions within WMU devoted to a particular academic discipline and/or purpose that enhances student life or provides student support.

WMU Non-Affiliate

WMU Non-Affiliate are permitted vendors that are entities that do not exist within WMU.

1. Non-Profit Vendor: \$130/per booth
 - a. Non-Profit vendors are legal entities organized and operated for a collective, public, or social benefit and subject to non-distribution constraint.
 - b. Non-Profit vendors are required to provide proof of status in the form of a 501 (c)3 Tax Exemption Certificate.
2. Business Vendor: \$200/per booth
Business vendors are legal entities organized and operated for profits by providing goods and services.
3. Political Candidates
 - a. A political candidate is someone running for an elected office.
 - b. Political candidates must be sponsored by a vendor. A vendor can have a maximum of two candidates at a booth, but multiple booths can be purchased.
 - c. Vendors hosting candidates must provide the candidates name to the Bronco Bash 2023 Team 72 hours in advance.

Sponsorship Level

Bronco Bash 2023 will have 4 sponsorship levels namely Platinum, Gold, Silver, and Bronze; each level comes with different benefits as shown below. Permitted vendors can be sponsors.

<p>Platinum Greater than or equal to \$3,500</p>	<ul style="list-style-type: none"> • Main Sponsor Mention in the press release • Company logo & website link on Bronco Bash Website • Extra-large company logo on display boards, highlighted on event map and on the back of the event t-shirt and banner • Up to 20 complementary event t-shirts • Three complementary booths with tent and priority placement • Five 20 seconds company ads at event • Five social media mentions with link to company website • End of event load out assistance per request
<p>Gold Greater than or equal to \$1,000</p>	<ul style="list-style-type: none"> • Company logo and website link on Bronco Bash website • Large company logo on the back of the event t-shirt and banner • Up to 15 complementary event t-shirts • Two complementary booths priority placement • Three 20 second company ads at event • Two social media mentions with link to company website

<p>Silver Greater than or equal to \$750</p>	<ul style="list-style-type: none"> • Company logo and website link on Bronco Bash website • Medium company logo on the back of the event t-shirt and banner • Up to 10 complementary event t-shirts • Once complementary booth with priority placement • Two 20 second company ads at event
<p>Bronze Greater than or equal to \$500</p>	<ul style="list-style-type: none"> • Company logo and website link on Bronco Bash website • Small company logo on the back of the event t-shirt and banner • Up to 5 complementary event t-shirts • One complementary booth and priority placement • One 20 second company ad at event

Payments

All payments are required to be submitted by August 29th through Marketplace or through check to WMU Office of Student Engagement, Kalamazoo, MI 49008

For any questions on payment, WMU Program Manager for Student Engagement – Amy Gulaszewski +1(269-387-2119) or amy.gulaszeski@wmich.edu will be available to assist.

Booth Application**Applicants**

- a. All vendors must apply through the Bronco Bash 2023 Vendors Application form provided: <https://rb.gy/vvxnv>
- b. The vast majority of communications are done via email. Vendor application will not be approved without one.
- c. The application approval takes around 3 University Business Days. The Vendors Relations Coordinator will email you.
- d. The Vendor Relations Coordinator has the right to reject any application.

Nature

- a. This is a rain or shine event.
- b. The event may only be canceled in the event of severe weather threats.

Booth Assignments

1. Booth Spaces
 - a. All booth spaces are standardized as 10' x 10'.
 - b. All vendors' items must fit within the space
 - c. An 8ft x 2ft table is provided for each booth space
 - d. Vendors may not switch or relocate their assigned booth spaces
 - e. Dunk tanks and inflatables are strictly prohibited
2. Booth location
 - a. Booth locations are determined by the Bronco Bash 2023 Team based on the vendor's needs, service, and sponsorship level.
 - b. Booth locations will be informed by August 16th
3. Tents
 - a. Tents are not provided but optional; vendors are responsible for providing their own.
 - b. Stakes are strictly prohibited, but vendors should be prepared with some device to hold down the tent in the event of a windy day. Such devices could include, but not limited to, sandbags, concrete anchors, or water.
4. Signage
 - a. Signage is optional; placed within booth space to advertise vendors items.
 - b. Signage may not be excessive or impede the traffic to another vendor's booth.
 - c. Vendors are strictly prohibited to place signage on the pathways
5. Parking
 - a. Parking is available for free at permitted parking lots
6. Power Access
 - a. Power access is limited; vendors are required to seek permission from the Vendor Relations Coordinator to have power access.
 - b. Extension cords, splitters, and other electrical appliances are not provided.
 - c. Generators are strongly discouraged due to the crowded nature of the event, but if needed, vendors are responsible for providing their own.
 - d. Generators must be whisper-type devices. Excessively noisy generators or those producing smoke or gas are strictly prohibited.
7. Water Access
 - a. Water access is not available to vendors.
8. Pets
 - a. Pets are allowed at Bronco Bash. However, vendors must follow the rules and regulations applicable to their business regarding the presence of animals.
 - i. All pets must have identification tags with the owner's information.
 - ii. All pets must be on a leash that is tied down or held at all times, or confined to a crate.
 - iii. All pets must be well behaved. Biting, excessive barking, or other noises are strictly prohibited.
 - iv. Pick up after your pet. Bags will not be provided

Booth Operations

Booth Operations Guidelines

- a. Booths must be staffed the entirety of Bronco Bash.
- b. Vendors are not allowed to commence their giveaways before **2:45pm the day of the event**
- c. Vendors are strictly prohibited to roam around the event space to distribute promotional items or solicitation; those at a booth must stay within their assigned booth location.
- d. Credit card solicitations are strictly prohibited. Vendors may not provide credit card applications or allow signing up for credit cards at booths.
- e. Vendors are strictly prohibited from giving out expired products.
- f. Confetti and glitter are strictly prohibited

Food, Beverage, & Alcohol Guidelines

- a. General Guideline:
 - a. Food and beverages are strictly prohibited as giveaways by any permitted vendors other than Pepsi¹ and permitted food vendors. This includes water, soda, smoothies, floats, etc.
 - b. Vendors interested in serving food will have to go through the application process and the Bronco Bash planning team will decide which 10 vendors will be chosen to serve food (Food Vendor Application)
 - c. Food and beverages are strictly prohibited as giveaways for pets
 - d. Pre-packages, small candy (eg Gum, licorice, suckers, mints, etc) are allowed as giveaways by any permitted vendors.
- b. Alcoholic food and beverages are strictly prohibited, regardless of consumption, distribution, and promotion. Shot glasses and beer mugs as giveaways are strongly discouraged.
- c. Tobacco products and paraphernalia are strictly prohibited, regardless of consumption, distribution, and promotion.
- d. Controlled substances are not allowed at Bronco Bash and any incidences will be handled by the Department of Public Safety.

Music

- a. Loud music that disturbs neighboring tables is strictly prohibited.

Booth Set-Up/ Load-Out

1. Check- In

- a. Assigned Check-in begins on August 29th, 11am EST. All vendors are required to check in at their assigned time. There will be 15 minute assigned intervals between 11am and 1pm. There will be an open check-in between 1pm and 2pm.
- b. The latest by August 29th, 2pm EST at either of the two check-in locations below to avoid being marked as late or no call/no show. Anyone arriving late after check-in may be turned away
 - i. West Michigan Avenue
 - ii. Central Campus Drive between Sangren and Henry Hall
- c. Booth locations are designed by the numbers on the provided 8ft x 2ft table with flags designated the 10' x 10' booth space.
- d. Set-up assistance can be provided if requested and arrive for check-in on time.
- e. Weapons of any kind are strictly prohibited based on WMU policy. If any weapons (including but not limited to; guns, knives, etc) are found, those in possession may be removed from the event.

2. Set-Up

- a. Motorized vehicles (cars, trucks, boats, etc) are strictly prohibited to enter the Bronco Bash 2023 venue at any time without prior approval.
- b. All vendors must unload and park their vehicle in the designated vendor parking areas. If any vendor needs disability parking access, the vendor must have a valid placard on the vehicle.
- c. Vendors must be at their booth spaces by 2:30pm EST. If not, the booth space will be forfeited to other vendors.

3. Load-Out

- a. Packing and cleaning begins on August 29^h, 6:00pm EST. All vendors are required to load-out at the latest by 8pm EST.
- b. All vendors must adhere to the recycling and trash guidelines. Vendors that leave trash and recyclables behind will be documented and potentially barred from participating in future Bronco Bashes.
- c. Recycling:
 - i. Cardboards must be flattened and neatly stacked in respective booth spaces for collection. Any plastic, foam, etc must be removed and placed into the trash bins.
 - ii. When it doubt, throw it out.
- d. Landfill/trash bins
 - i. Place unwanted items in the landfill or trash bins:
 1. Soiled paper products, paper plates, paper cups, pizza boxes, styrofoam
 2. Candy wrappers, chip bags
 3. Leftover food, decorations, and unwanted swag that cannot be donated or given away
- e. Food Vendors must take their grey water and oil with them.

4. Cancellations & Refunds

- a. All cancellations need to be made in writing to the Vendor Relations Coordinator, by August 25th at 11:59pm. No refunds will be issued after that date and time.

Rules & Etiquette

- a. Vendors with purposes that are contradictory to WMU's Student Code of Conduct, WMU campus policies, or promote behaviors or habits that could lead to unhealthy physical or emotional consequences are prohibited. This includes businesses that:
 - a. Endorse a group of people to be sexualized for entertainment or solicitation purposes
 - b. Promote or distribute tobacco, vapor, marijuana, or related products
 - c. Encourage unsafe fiscal behaviors through, but not limited to, accruing debt or getting cash advances.
 - d. Have clear discriminating elements.
- b. Vendors must be aware of, keep up to date and comply with all current rules, regulations and guidelines. The Bronco Bash 2023 Team reserves the right to modify the policies, rules, and regulations at its discretion at any time. While we will make every attempt to be reasonable, be aware that violators may be banned from future participation even though their work may have been approved and booth rental fees paid.
- c. Vendors that provide services similar to Western Michigan University cannot come to Bronco Bash as it represents a conflict of interest for the University.
- d. WMU reserves the right to deny access to Bronco Bash based on University contractual agreements.
- e. WMU reserves the right to remove any group that has music or sound in competition with the contracted entertainment or that is disturbing neighboring tables.
- f. WMU reserves the right to remove any items, vendors or groups that are in conflict with the educational mission of the University, the WMU Student Code and/or any applicable University policy (ex. Weapons)
- g. Bronco Bash Staff has the right to stop vendors from selling items that were not approved, even if the vendors have sold them in the past.
- h. Vendors shall conduct themselves in a professional and courteous manner while participating at the event.
- i. Vendors are strictly prohibited to be under the influence of drugs, tobacco, or alcohol while participating at this event.
- j. Vendors must treat all staff, volunteers, neighbors and visitors with professionalism and respect.
- k. At no time is a vendor allowed to use an event logo without prior written approval from the Vendor Relations Coordinator
- l. Vendors must refrain from using profanity and from behavior that is verbally or physically abusive, dangerous, or disruptive to festival activities.
- m. Slanderous or derogatory statements and other actions that denigrate other fellow vendors and/ or their products as well as event staff and volunteers will not be tolerated.

- n. No vendor shall assign, sublet, or apportion any part of their space without prior written approval from the Vendor Relations Coordinator.
- o. By submitting an application, you authorize Bronco Bash 2023 Team and WMU to utilize any and all photos or videos produced during the event for the promotion of the event and for the University, now and in the future, across any and all media platforms. This includes, but is not limited to, photos of vendor staff, vendor booth and/or vendor products.