

VENDOR & EXHIBITOR PLAN

SUN AUG.07.22

DENVER, CO



PLAYERO FEST

EL CÓCTEL DE CAMARÓN MÁS GRANDE DEL MUNDO

EVENT
PRODUCED BY:



ABOUT



Playero Fest (Beach Festival) is planned and destined to be a one-of-a-kind event in Colorado. We are bringing The Mexican Beach Experience to Denver. It's music, food, and unmatched ambiance.

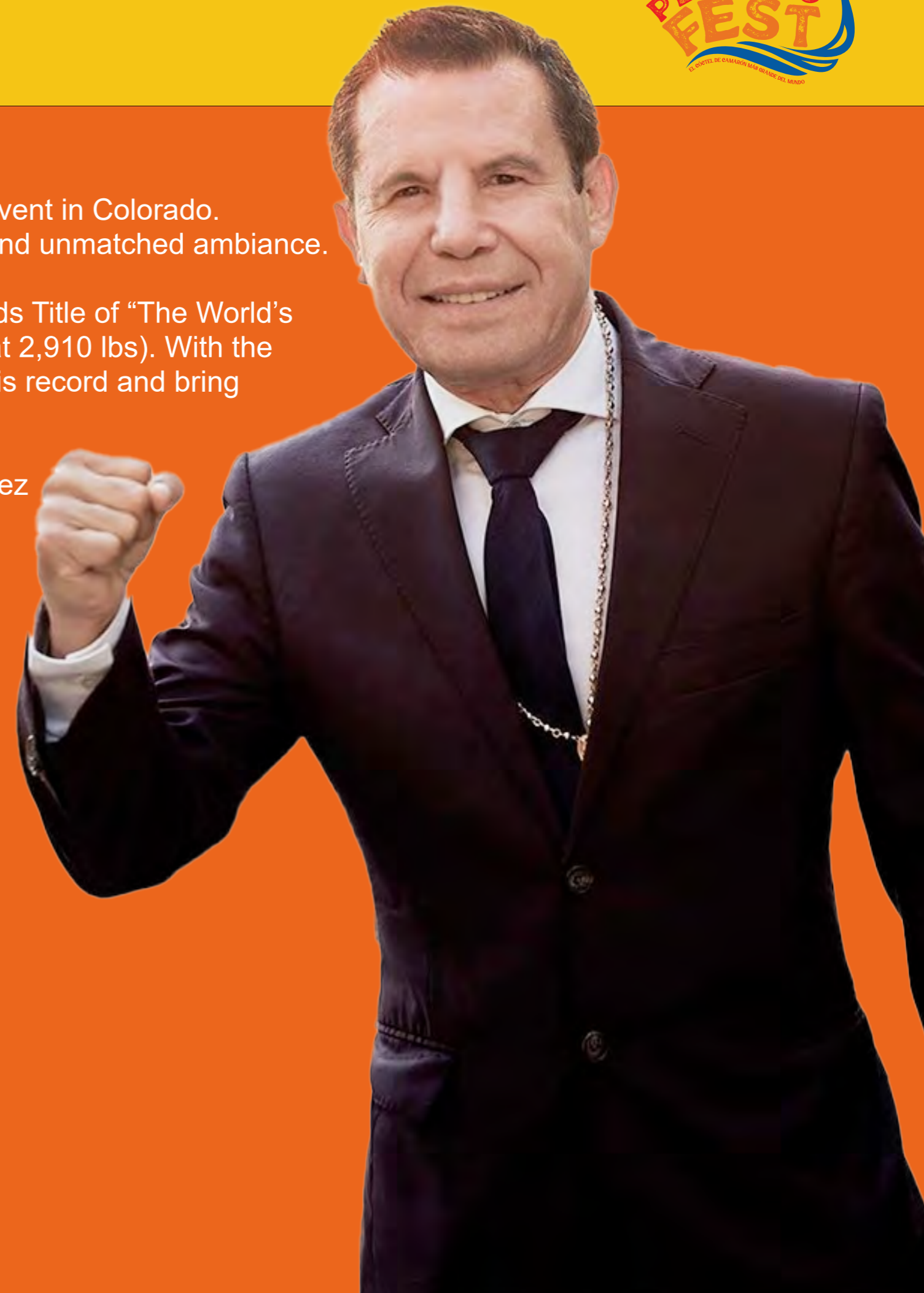
In addition, we are going for the unthinkable and challenging Guinness Records Title of "The World's Largest Shrimp Cocktail" ever made (currently held by Cartagena Colombia at 2,910 lbs). With the support of the Denver authorities, Sponsors and Supporters, we will smash this record and bring the title to our home state of Colorado.

The Padrino & host of this Magnus Event, the one, and only Julio Cesar Chavez the boxing legend has agreed to take part in this historical event and provide the people of Colorado with an experience like no other.

An experience the World will notice.

- International Emmy Awards Nominee & Winner Talent
- Live Music (International & Local)
- National Media Coverage
- City and State Representatives
- Guinness Records Official Representative
- Food Vendors
- Sand Beach activities
- Fresh Hand-craft cocktail stands (Artisan Drinks)

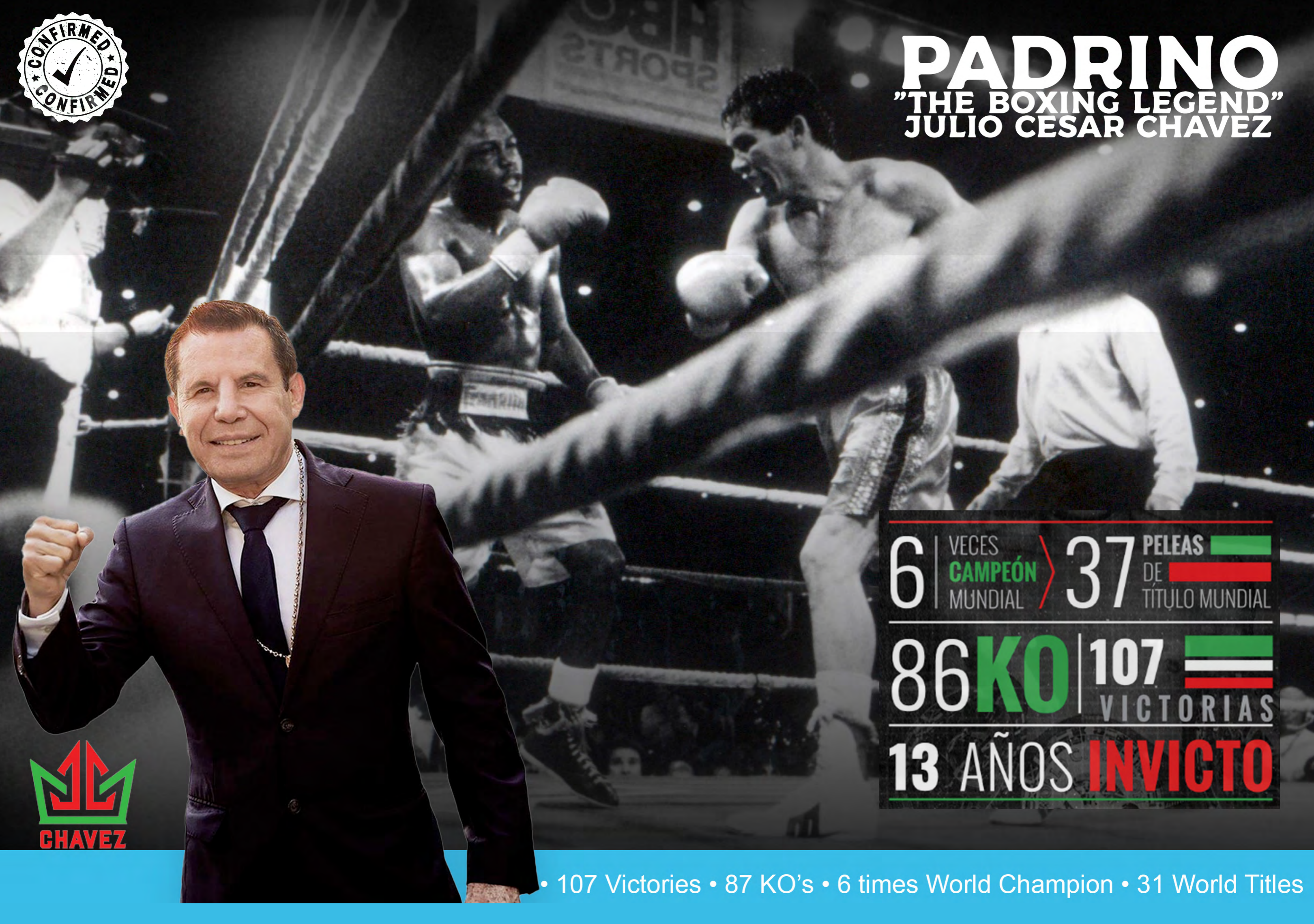
SUNAUG.07.22





PADRINO

"THE BOXING LEGEND"
JULIO CESAR CHAVEZ



6	VECES CAMPEÓN MUNDIAL	>	37	PELEAS DE TÍTULO MUNDIAL
86	KO		107	VICTORIAS
13 AÑOS		INVICTO		



• 107 Victories • 87 KO's • 6 times World Champion • 31 World Titles

ENTERTAINMENT

• Since 1965

• 40+ LP Recorded Albums

• ASCAP Winner

• Grammy Awards Nominee & Winner

ORIGINAL BANDA LIMON

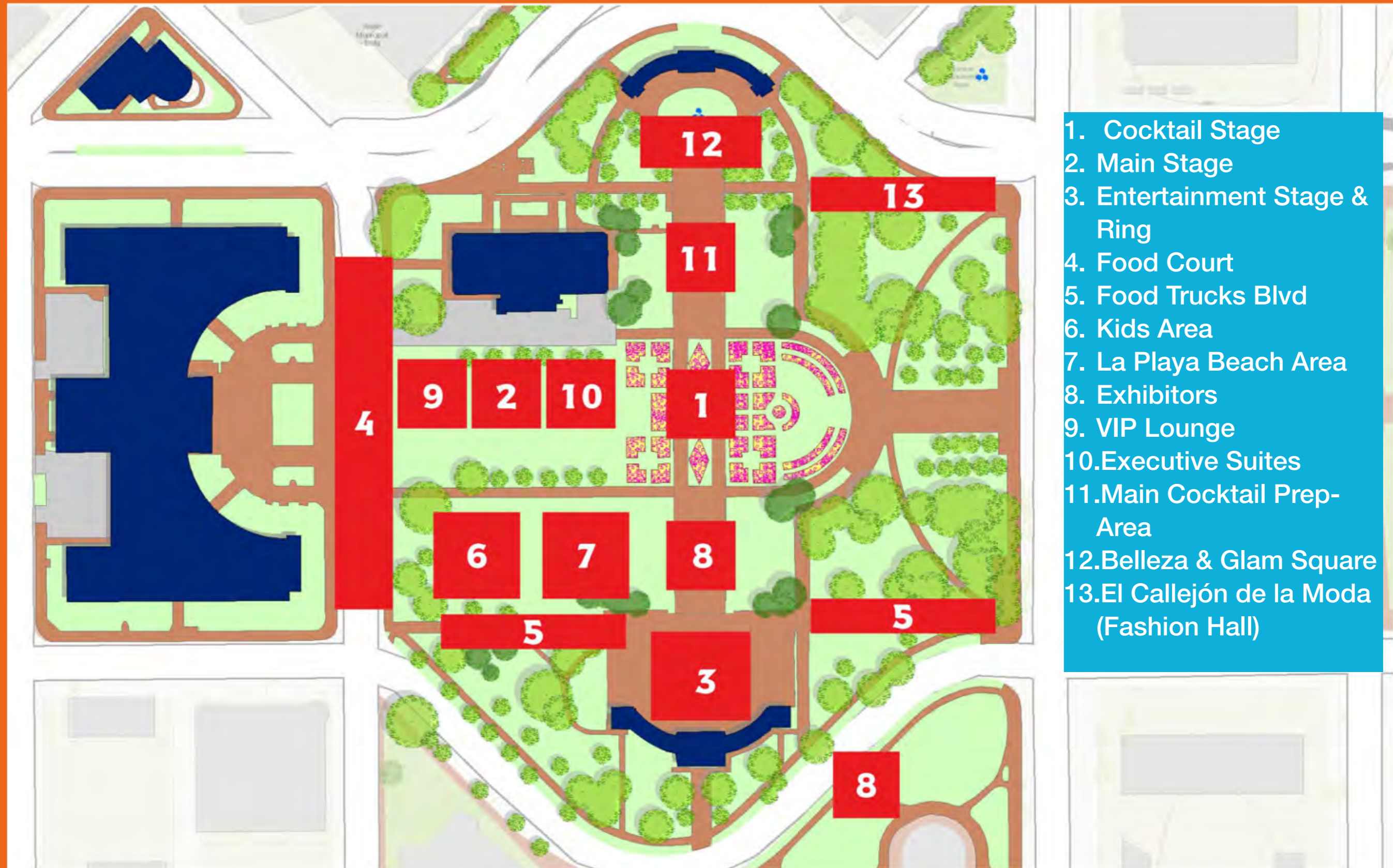
57TH YEAR ANNIVERSARY CELEBRATION

57
ANIVERSARIO
LA ORIGINAL BANDA EL LIMON
DE SALVADOR LIZARRAGA



WHAT'S EXPECTED

VENDORS | FOOD STANDS | ACTIVITIES | BARS | ALL AGES



- 1. Cocktail Stage
- 2. Main Stage
- 3. Entertainment Stage & Ring
- 4. Food Court
- 5. Food Trucks Blvd
- 6. Kids Area
- 7. La Playa Beach Area
- 8. Exhibitors
- 9. VIP Lounge
- 10. Executive Suites
- 11. Main Cocktail Prep-Area
- 12. Belleza & Glam Square
- 13. El Callejón de la Moda (Fashion Hall)

BRANDING



BRANDING



MERCHANDISE



ENTERTAINMENT

• 10+ Performers

• Singers

• Regional Mexican Music

• Trios & Bands



**10 ACOUSTIC MUSIC SPOTS
WALKING LIVE BANDS
SINGING AMONG THE CROWDS**

LUCHA LIBRE



SAND BEACH ACTIVITIES



- TONS OF SAND
- SAND BEACH VOLLEY BALL
- PHOTO OP(S)



Azzurra Piccardi, See.Me Featured Member

FOOD & BEV



• FOOD STANDS

• FOOD TRUCKS

• BARS

• SPECIALTY COCKTAIL STANDS

**VENDOR &
EXPOSURE
OPPORTUNITIES
FOR LOCAL
BUSINESSES
IN THE FOOD & BEV
INDUSTRY**

ZONE 4, 5 & 8



FOOD & BEV

• FOOD STANDS

• FOOD TRUCKS

• BARS

• SPECIALTY COCKTAIL STANDS



**AUTHENTIC &
TRADITIONAL
MEXICAN BEACH
BEV STANDS**

**FRESH COCONUTS
DELICIOUS PINEAPPLE
& MORE**

**MICHELADA MIX
CLAMATOS PREPARADOS**



BARS



BAR SPONSORSHIP OPPORTUNITIES



- SINGLE
- MULTIPLE
- ALL EXCLUSIVE

WORLD RECORD



- **NEW WORLD RECORD FOR OUR CITY**
- **NATIONAL MEDIA COVERAGE**
- **LOCATION - CIVIC CENTER PARK**
- **WITNESSED BY AN OFFICIAL GUINNESS WORLD RECORDS REPRESENTATIVE**

Approx. 10+ Feet --->



We are a group of organizers who like challenges, and this time we are determined to bring to the City of Denver, the title of having prepared the World's Largest Shrimp Cocktail. Currently The Guinness World Record for the Largest Shrimp Cocktail is 1,320 Kg (2,910 lb 1.6 oz) and was prepared in the City of Cartagena de Indias, Colombia in 2015. Our goal is to make the World's Largest Shrimp Cocktail at 1,500 kg (3,306.93lbs) in Denver, CO. We have the operational capacity and the support of the authorities of the City of Denver to Achieve this goal this coming August 7th ensuring with pride that the record stays in our city, all this within the framework of the first Playero Fest 2022.



DONATIONS



As Denverites and surrounding communities begin to attend large events we want to ensure that we can gain our Downtown and City parks, which are the life of our City.

We not only want for attendees to have fun and enjoy the event , but we want to ensure that we give back to our community who kept strong and thrived during the COVID-19 pandemic.

For this reason, during PLAYERO FEST 2022 every plate of the World Largest shrimp cocktail will be served to TAKE AWAY in exchange of a suggested donation.

A portion of the funds will go to various local nonprofit organizations helping kids with "different necessities " in the state of Colorado.

Kenzis' Causes and other non-profit organizations:

CONFIRMED KENZIS' CAUSES
POSSIBLE NON - PROFIT PARTNERS
ST. JUDE

NUESTRA CAMPANA PUBLICITARIA

Un evento como este, requiere de una estrategia de campaña muy dinámica. Utilizaremos una combinación de medios impresos, televisión, radio, redes sociales y otras herramientas de marketing.

Nos comprometemos que tu inversión como patrocinador tendrá una gran exposición para tu marca a diferentes niveles durante el curso de nuestra campaña publicitaria.

PARA SER PATROCINADOR

NOMBRE _____

PUESTO _____

CORREO _____

TELÉFONO _____

DIRECCIÓN _____

FACEBOOK _____

INSTAGRAM _____

PLAYERO FEST CIVIC CENTER PARK

DOMINGO 7 DE AGOSTO 2022

OPORTUNIDADES COMO VENDEDOR O EXHIBIDOR

VENDOR

Non food vendor

Food Vendor

10'x10' space, 2 tables, 1 tent.....**\$2,500**

10'x20' Food truck (maximum space).....**\$2,800**

(Tents not allowed or included)

EXHIBITOR VENDOR

Non profit exhibitor

Corporate exhibitor

10x10 space, 1 tables, 2 chairs.....**\$1,500**



Acuse de recibo para establecimiento ambulante alimentario al menudeo de 2022

En una campaña para informar a los operadores de asuntos comunes que se producen en los establecimientos ambulantes alimentarios al menudeo, el Departamento quisiera informarles los siguientes requisitos que, en caso de incumplimiento, podrían aumentar de forma significativa la posibilidad de contagiar enfermedades transmitidas por los alimentos a sus clientes y *puede* generar una medida de imposición:

Requisitos para el camión:

- Lavabo de manos con agua fría y caliente a presión
 - Debe salir agua caliente al menos a 100°F en un lapso de 30 segundos desde la activación para el lavado adecuado de las manos
- Jabón y toallas para un solo uso
 - El sanitizante para manos no sustituye el lavado de manos
- Utilizar un área de servicio habilitada cuando sea necesario realizar las siguientes tareas, entre otras:
 - Preparación y almacenamiento de alimentos
 - Obtener agua limpia y desechar aguas grises
 - Lavado de vajilla

_____ **Acepto y cumplirán todos los requisitos de la unidad**

Casos que producen el cierre del camión

- Operar con un **peligro inminente para la salud** incluso, entre otros:
 - Operar sin los medios para el lavado correcto de las manos
 - Incluso un lavabo para lavado de manos en condiciones, agua caliente adecuada, jabón o toallas de papel
 - Vender alimentos que se preparen y/o almacenen en un lugar que no sea el área de servicio habilitada
 - Los alimentos a vender en la unidad ambulante *no deben* ser preparados y/o almacenados en una residencia privada
 - Operar en cualquier forma que plantee un grave peligro a la seguridad de los alimentos que se sirven

_____ **Reconozco entender las instancias que causarán un cierre de mi camión de comida**

Multas o citaciones judiciales

- Infracciones críticas y reiteradas del mismo tipo en un periodo de 12 meses (multas de hasta \$1000)
- Falta de constancia de una habilitación correcta (citaciones)
 - Cada unidad debe tener una habilitación individual
- Operar con un peligro inminente para la salud incluso (una multa de hasta \$2000)
- Incumplimiento de una orden emitida por el Departamento (citaciones)

_____ **Reconozco que entiendo las instancias que me harán recibir una multa o citación judicial**

En mi calidad de representante, propietario u operador de un establecimiento ambulante alimentario dentro de la Ciudad y Condado de Denver, entiendo que soy responsable de cumplir con el Reglamento y las Normas para establecimientos de alimentación de la Ciudad y Condado de Denver, Capítulo 23 del Código Municipal Revisado de Denver, que se puede consultar en www.denvergov.org/phi.

Nombre del Camion/Lonchera _____

Licencia (BFN) _____

Fecha _____

Su Nombre _____

Posicion _____

Su Firma _____




DENVER
PUBLIC HEALTH &
ENVIRONMENT



Acuse de recibo para establecimiento ambulante alimentario al menudeo de 2022

No usa su casa por nada para su camion/. lonchera Debes usar la comisaria por todo!



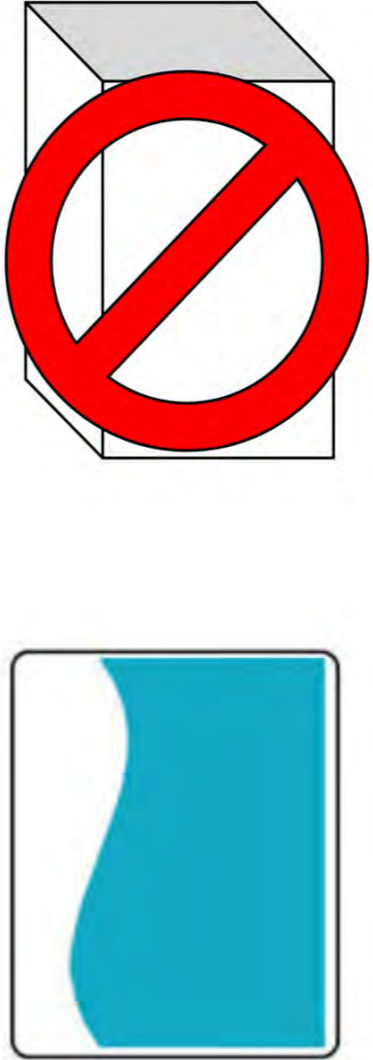
Siempre necesitas agua caliente a la lavamanos (100-120F)



Necesitas un contenedor con Sanitizer (Quat o Chloro) **NO USAS JABON!**
Quaternary Ammonium (150-400ppm) or Chloro y agua (50-200ppm)



Necesitas un tanque lleno de agua limpia. Si no tienes agua, no trabaja!



Lleno—Bueno Vacío—Malo

_____ **Reconozco que entiendo las instancias que me harán recibir una multa o citación judicial**

Nombre del Camion/Lonchera _____

Fecha _____

Licencia (BFN) _____

Su Nombre _____

Posicion _____

Su Firma _____

Public Health Investigations Division
101 W. Colfax Ave., Suite 800 | Denver, CO 80202

Web: www.denvergov.org/healthinspections | Facebook: [Denver Public Health Investigations](https://www.facebook.com/DenverPublicHealthInvestigations) | Twitter: twitter.com/DenEnviroHealth
p. 720-913-1311 | e.phicommments@denvergov.org



2022 Retail Mobile Food Establishment Acknowledgement Letter

In an effort to inform operators of common issues that take place on mobile retail food establishments, the Department would like to advise you of the following requirements that, if not followed, may significantly increase the possibility of foodborne illness of your patrons and may result in enforcement action:

Operating Requirements:

- Hand washing sink with hot and cold water under pressure
 - Hot water must be at least 100°F within 30 seconds of activation for adequate hand washing
- Soap and single-use towels at all times
 - Hand sanitizer is not a substitute for hand washing
- Utilizing approved commissary when necessary for these following tasks, including but not limited to:
 - Food preparation and storage
 - Obtaining clean water and disposing of gray water
 - Washing and sanitizing dishes and equipment

_____ ***I acknowledge and will adhere to all operating requirements***

Instances Causing a Food Truck Closure

- Operating with an **imminent health hazard** includes, but is not limited to:
 - Operating without a means to properly wash hands
 - Including a functioning hand washing sink, adequate hot water, soap or paper towels
 - Selling food that is prepared and/or stored somewhere other than the approved commissary
 - Food for sale on the mobile unit *must not* be prepared and/or stored in a private home
 - Operating in any manner that seriously compromises the safety of foods served

_____ ***I acknowledge and understand instances that may cause a closure of my food truck***

Fines or Court Summons

- Repeated critical violations of the same type in a 12-month period (fines up to \$1000)
- Lack of evidence of proper licensing (court summons)
 - Each food truck or cart shall be individually licensed
- Operating with an imminent health hazard (a fine up to \$2000)
- Failure to comply with an order issued by the Department (court summons)

_____ ***I acknowledge and understand instances that will cause me to receive a fine or court summons***

As a representative, owner, or operator of a mobile food establishment within the City and County of Denver, I understand that I am responsible for complying with the City and County of Denver Food Establishment Rules and Regulations, Chapter 23 - Denver Revised Municipal Code, which can be found at www.denvergov.org/phi.

_____ Food Truck/Cart Name _____ BFN (License) _____ Date

_____ Your Name _____ Title _____ Signature



DENVER
PUBLIC HEALTH &
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2022 Retail Mobile Food Establishment Acknowledgement Letter

Do not use your house for anything related to Your food truck! (storage, preparation, cooking)
You must use your commissary for everything!



You must have hot water between 100-120F at all times!
Do not operate if you do not have hot water!



You must have sanitizing solution prepared while operating.
Do not put soap into your sanitizing solution!

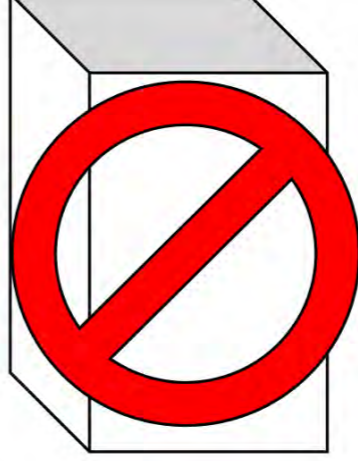
Quaternary Ammonium (150-400ppm) or Bleach and Water (50-200ppm)



You must have full water tanks to operate.
If you do not have water, do not operate!



Full tank: Good



Empty Tank: Bad

_____ *I understand the above instances may cause me to receive a fine or court summons*

_____ Food Truck/Cart Name

_____ BFN (License)

_____ Date

_____ Your Name

_____ Title

_____ Signature

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2022 Affidavit of Commissary

Completed by Business Operator

Business' Name: _____ Business' LLC/CORP: _____
 Owner/Operator's Name: _____
 Operator's Mailing Address: _____ City: _____ State: _____ Zip Code: _____
 Operator's Email: _____ License Plate: _____
 Operator's Telephone Number: _____ CBD Products (Y / N)?: _____

As owner/representative of the above-named business, I offer this affidavit as proof that my food will be prepared in a licensed facility in accordance with the laws governing the designated business type in the City and County of Denver's Food Establishment Rules and Regulations, Chapter 23 of the Denver Revised Municipal Code. Please initial below: _____
 I will submit a new affidavit for approval **before** I resume selling food if I cease to use the facility listed below as my commissary.
 I understand that all food must be stored and prepared at the commissary below; **no** food may be stored or prepared in a home.
 I understand that failing to utilize my commissary as required may result in enforcement action.

Note: If you are operating multiple stands/booths/mobiles, such as Suzy's Lemonade #1 and Suzy's Lemonade #2, you will need to obtain separate licenses for each and submit separate affidavits to the department for approval.

If applicable, which temporary events are you participating in:

- Bacon & Beer Taste of Colorado Cherry Creek Arts 420 Rally Dragon Boat Farmer's Market _____
- Tacolandia Westword Feast Juneteenth Cinco de Mayo Five Points Jazz Fest Other: _____

I affirm that the above information is correct and true by signing below.

Signature of Proposed Business Operator _____ Date _____

Completed by Commissary Operator

Commissary Name: _____ Operator's Name: _____
 Commissary Address: _____ Telephone Number: _____
 Commissary is regulated by: Denver Jefferson County Tri-County Other: _____
 Commissary Email Address: _____
 Commissary Agreement: Start Date: _____ End Date: _____

Commissary is providing the following items for the above noted operator/business:

- Cold storage Grease Disposal Drinking/potable water hose Dish washing
- Dry storage Food preparation tables Mobile unit storage Cooking equipment
- Clean water/ water disposal Ice machine Food preparation sink Cooling equipment

As owner/representative of this facility, I confirm that the operator above has permission to utilize my facility as a commissary for their designated business. I read, understand, and affirm my responsibilities as a commissary operator in accordance with the laws governing commissaries in Chapter 12 of the City and County of Denver's Food Establishment Rules and Regulations, Chapter 23 of the Denver Revised Municipal Code. Please initial the lines below:

_____ I will notify the Department of Public Health and Environment if the vendor ceases to use this facility as required.
 _____ I will maintain logs/records indicating both the intended schedule as well as the actual schedule in which the above operator uses my facility.
 _____ I understand that failing to adhere to the rules and regulations that govern commissaries may result in enforcement action.

I affirm that the above information is correct and true by signing below.

Signature of Commissary Operator _____ Date _____

****ATTENTION: All asterisked (*) licenses below must have the bottom section completed by PHL, via email or in person, prior to submitting to the Department of Excise and Licenses. Excludes mobiles.**

Business Type (please only select one):

- Temporary* Wholesaler* Peddler* Caterer* Kiosk* Commissary Change Renewal New
- Mobile Truck Mobile Trailer Mobile Cart Other: _____

Approved Denied Approved with Conditions: _____

Inspector Name: _____ Inspector Signature: _____ Date: _____

EST ID: _____ INS #(s): _____ BFN #: _____