

City of Tempe
Strategic Management & Diversity Office
31 E. Fifth Street
Second Floor
Tempe, AZ 85281
www.tempe.gov/StrategicMgmtDiversity



Tempe Tardeada 2019 Sunday, October 6th

Your organization is invited to be a food vendor at the *Tempe Tardeada* 2019, Tempe's premier event celebrating the importance of Hispanic culture in our community, on Sunday, October 6, 2019. There is no fee for a food booth; however, we do ask that you keep your menu at family-friendly affordable pricing and provide a limited number of free meal vouchers for our volunteers. The Tardeada Advisory Board approves all menu pricing.

Event Description

The *Tempe Tardeada* is the City of Tempe's 21st Annual Hispanic Heritage Festival. (A *Tardeada* is a social dance that is traditionally held on Sunday afternoons.) This event is the culmination of Hispanic Heritage Month and celebrates the historical significance of Hispanics within our community. The *Tardeada* draws approximately 12,000 people, a multi-generation family crowd that spends several hours celebrating the traditions and contributions of the Hispanic community in Tempe. The event features live entertainment, dancing, music, food, arts and crafts, and exhibits in the Tempe Historical Museum. The event also includes informational booths from local non-profit organizations that offer services to the local Hispanic population.

Food Vendor Booth Information

The *Tempe Tardeada* will be held at the Tempe Community Complex, 3500 S. Rural Road, on the southwest corner of Rural Rd. and Southern Ave. Each food booth will be provided with either one 10'x10' booth or a 10' x 20' booth. In addition, each booth will be supplied with one, 8' table (skirted), 2 chairs and a 4' by 2 1/2' stating the organization's name.

Event set-up can begin as early as 9 am; we ask that vendors be completely set-up no later than 11:30 am. If you wish, food booths may be set up on Saturday evening (10/5) after 5 p.m. We will have security on site overnight. The *Tardeada* concludes at 8 pm.

If you would like to participate, please complete and e-mail or mail the attached form. If you have any questions, please call me at 480-350-8979. Thank you so much for your consideration. We would love to have you as part of *Tempe Tardeada* 2019!

Sincerely,

Ginny Belousek
Diversity Manager
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