



DATE: December 15, 2011

TO: INTERESTED FOOD CONCESSIONAIRES

FROM: April Mitchell, Event Sales & Marketing Manager

SUBJECT: AVAILABLE LOCATIONS – 2012 ALAMEDA COUNTY FAIR

We would like to thank you for your interest in providing food concessions at the Alameda County Fair. Our records indicate that you presently have a contract or have previously expressed an interest in obtaining a contract for the sale of food and beverage products at the Alameda County Fair in Pleasanton, California.

The Alameda County Fair Association has concession locations available for interested concessionaires at the 2012 Fair. Enclosed for your information and review are the specifications including policies, rules, regulations and proposal forms for submitting your proposal.

The 17-day Fair is scheduled to run June 20 through July 8, with 13 days of horse racing. The Fair will be closed on both Mondays. You may visit our website at alamedacountyfair.com for updated information about the 2012 Fair.

Please note that only those locations identified with an asterisk are available for 2012. The products presently under contract are listed so that prospective concessionaires will have information on existing products and can submit their proposals accordingly. Consideration will not be given to products presently under contract unless it is specifically noted.

Also enclosed is a space location map showing the concession locations, including those already under contract and those that are available in 2012.

All proposals will be carefully reviewed, and will be awarded on the basis of Concessionaire's experience, qualifications, financial return to the Fair, the product, and other factors. Awarding of any available concessions opportunities will be done in the interest of the Fair-going public. FAIR MANAGEMENT RESERVES THE RIGHT TO ACCEPT AND/OR REJECT ANY AND/OR ALL PROPOSALS SUBMITTED.

All prospective concessionaires are advised that a deposit representing **25%** of the minimum guarantee offered, must accompany each proposal form. If submitting more than one proposal form, a separate deposit must be submitted with each proposal form. If a proposal form for a location does not have a deposit enclosed, it will be rejected. All checks will be deposited.

If you are interested in submitting a proposal for any of the available concession locations, please complete the appropriate proposal form and mail it to the **Alameda County Fair Association, 4501 Pleasanton Avenue, Pleasanton, California 94566**, or deliver it in person to the Administration Office of the Fair.

ALL PROPOSALS MUST BE IN THE ADMINISTRATION OFFICE **ON OR BEFORE 5:00 P.M. – MONDAY, FEBRUARY 6, 2012.** ALL ENVELOPES CONTAINING PROPOSAL FORMS MUST BE SEALED AND CLEARLY MARKED: “CONCESSION PROPOSAL NO. _____” ON THE OUTSIDE OF THE ENVELOPE. If submitting more than one proposal, separate envelopes must be submitted for **each** proposal and marked accordingly.

The Alameda County Fair would like to continue the marketing strategy of promoting the “Fair Specials” to the public for our 2012 Fair.

This program allows Food Concessionaires to provide discounted prices (i.e. kid’s meals, a free drink with purchase of food item or a lower priced food). Below are a few examples that some of our vendors offered on their menus during the 2011 Fair. If you are interested in this program, you must include these special “meal deals” with prices, along with your proposal in order to have any consideration.

- Kid’s Meal Deal – Hot Dog, Chips, Small Drink
- Value Meal – Pizza Slice & Medium Soda
- Kids Deal – Receive “Free” sprinkles on cake cone
- Kid’s Meal Special – Chicken Strips, Fries, Small Drink
- Sausage & Cheese on a Stick (no batter) w/ Small Soda

The Fair does realize that you may need to make changes to your menu before the start of the 2012 Fair. The final date to make these changes will be Friday, May 4, 2012. Please remember to submit any changes before this date.

Please contact Bonnie Bruton if you have any questions. She can be reached at (925) 426-7506.

PLEASE NOTE: The Fair Office will be closed beginning December 19 and reopen on January 3, 2012.

Once again, we thank you for your interest in the Alameda County Fair.