



f /tourdetonka @TourdeTonka

**Saturday, August 5, 2023**



**Six scenic routes from 16 to 100 miles.  
Registration opens March 1 at [TourdeTonka.org](http://TourdeTonka.org)**

***Vendor Fair Information***





## ***2023 Tour de Tonka Vendor Fair Information***

**Please list ALL ITEMS you will sell at your booth.**

**Unless we notify you, all items listed will be approved for sale on August 4 & 5.**

**Applications will not be processed and approved without the following:**

- Completed application (attached form) AND vendor fee.
- Certificate of Insurance.
- Copy of current certificate from the Dept. of Health or state license (required for food sales/service/samples).

*Signed application, vendor fee and all necessary paperwork must be received no later than Friday, July 21, 2023. Submit paperwork to the attention of Michelle Burns (4584 Vine Hill Road, Excelsior, MN 55331) [Michelle.Burns@minnetonkaschools.org](mailto:Michelle.Burns@minnetonkaschools.org) 952-401-6800.*





## 2023 TOUR de TONKA

Mark your calendar and join us at the Tour de Tonka Vendor Fair! With its high-energy atmosphere, live music, great food and door prizes this is an experience you will want to make an annual event.

The 18th Annual Tour de Tonka bicycle ride will be held Saturday, August 5. The 71 & 100-mile rides will start at 7:00 a.m., at Clear Springs Elementary. The 16, 30, 36, and 47-mile rides will start at 7:30 a.m., at Minnetonka High School. All rides end at Minnetonka High School.

Conveniently located at Minnetonka High School, the Vendor Fair will provide you with an excellent opportunity to showcase your products and services and interact with 3,500-plus riders.

## Vendor Fair

Become a Business Partner by showcasing your products and services in front of 3,500+ riders and families at the Vendor Fair!

### Choose Option A, B or C

- **Option A** : Friday & Saturday (\$50 fee)
- **Option B** : Friday Only (\$50 fee)
- **Option C** : Saturday Only (\$50 fee)
- **Option D** : Provide digital flyers or coupons for our virtual rider packets (\$75 fee, do not need to participate in the vendor fair)

*Interested in participating in the Vendor Fair? Please complete the enclosed paperwork and return it to Michelle Burns (4584 Vine Hill Road, Excelsior, MN 55331) [Michelle.Burns@minnetonkaschools.org](mailto:Michelle.Burns@minnetonkaschools.org), 952-401-6800.*

## Contributing Sponsor

Through our Contributing Sponsor option, your business can be a part of Tour de Tonka and reach potential customers by donating a door prize. As a contributing sponsor you will be recognized on our website, in virtual rider packets and on some event signage.

*Interested in becoming a contributing sponsor? Please contact Anna Oasheim: [Anna.Oasheim@minnetonkaschools.org](mailto:Anna.Oasheim@minnetonkaschools.org), 952-401-6828.*

## RIDER OVERVIEW

Whether it's as a business partner or a rider, there are a number of ways to get involved with Tour de Tonka this year. Below is an overview of who our riders are and how you can become a part of the Tour de Tonka team!

- Tour de Tonka celebrates between 3,000 and 3,500 riders per year. Since 2006, our riders have represented 73 of the 87 Minnesota Counties, and 44 States. *Minnesota's Ride!*
- Riders ranged in age from 4 to 91, with 64% of riders being between the ages of 30-59.
- Generally, 64% of riders are male, 36% are female.
- **53** Legacy Riders remain. In year two we started tracking, rewarding and acknowledging the Tour de Tonka riders who have ridden each year since 2006.
- 80% of riders said they participate in Tour de Tonka because they are interested in exercise and physical fitness.

## Rest Stop Host

Rest Stop hosts are businesses and organizations who provide the enthusiastic and helpful volunteers to staff the rest stops. We provide t-shirts for all the volunteers, as well as the food and supplies needed to host a first-rate rest stop — including bike mechanics and live music! As a host, you and your team will prepare food and beverages, cheer on the riders, and direct them into the rest stop and back onto the route as they leave.

As a rest stop host, you may advertise your company with banners or posters at the rest stop. In addition, you will be included on the sponsors banners at the start and finish line, listed on our website, given social media shout outs and included in the information given to each rider in their virtual packet. *Interested in sponsoring a rest stop? Please contact Nikki Koestler: [nicole.koestler@minnetonkaschools.org](mailto:nicole.koestler@minnetonkaschools.org), 952-401-6827.*

## Volunteer

Whether it's guarding a corner, serving as a route captain, or helping with registration and parking, Tour de Tonka volunteers are what make this great event possible. Last year, over 600 people volunteered and we're hoping to continue the success this year!

*Interested in volunteering? Please contact Lauren Riedel: [lauren.riedel@minnetonkaschools.org](mailto:lauren.riedel@minnetonkaschools.org), 952-401-4157.*

# Vendor Fair Options

## Option A (\$50): Friday & Saturday August 4 & 5, for sales to the public.

### **Friday, August 4: During rider packet pickup in the MHS West Gym:**

- Set up: 8-9 a.m.
- Staff your booth from 9 a.m.–4 p.m.
- You need to supply your own tables & chairs.

### **Saturday August 5: Outside MHS in the Vendor Fair Area**

- Move your items out of the MHS West Gym by 4 p.m. on Friday, August 4.
- Have your booth set up in the parking lot by 5:30 a.m. on Saturday, August 5 in the Vendor Fair area.
- Staff your booth from 6–7:30 a.m. and from 9 a.m.–4:30 p.m. (you need to supply your own tables, chairs and tent).
- No gym set up will be allowed on Saturday.
- Take down and remove booth and items on Saturday at 2:30 p.m. or 4 p.m. *You may choose when you would like to close your booth.*

## Option B (\$50): Friday, indoors only

### **Friday, August 4: MHS Indoors in the Vendor Fair area.**

- Booth set-up Friday, August 4 from 8-9 a.m.
- You will need to supply your own tables & chairs.
- Take down and remove booth and items by 4 p.m. on Friday.

## Option C (\$50): Saturday, outdoors only

### **Saturday, August 5: MHS Outdoors in the Vendor Fair area. Note: No gym use on Saturday**

- Booth set-up Saturday, August 5 from 5–5:30 a.m.
- You will need to supply your own tables, chairs and tent.
- Take down and remove booth and items on Saturday at 2:30 p.m. or 4 p.m. *You may choose when you would like to close your booth.*

## Option D (\$75): Virtual Rider Packet Flyer

### **All riders will receive the Virtual Rider Packet in their inbox prior to the event.**

- Please let us know what you will be providing (digital flyers or coupons) in advance.
- Submit items to Minnetonka Community Education by Friday, July 21, 2023.

### **Fee, Insurance, Health Dept. License:**

By signing this contract, the Vendor agrees to pay a non-refundable fee to Minnetonka Community Education. Vendor also agrees to provide a copy of Vendor's third party and public liability insurance policy. The minimum face value shall be \$100,000 per individual claim and \$300,000 per event. Food Vendor shall provide a current copy of the Minnesota Certificate of Health authorization to sell food items. Vendor also agrees to comply with the rules of the Minnetonka Police Dept. and the Hennepin County Health Dept. (food services).

### **Waste Removal:**

Vendor agrees to remove all waste, boxes, food by-products, excess food, cooking grease, other by-products of food service operations from the site, and to pick up the litter in Vendor's immediate areas (surrounding booth) throughout the day and at the end of the event, to the satisfaction of TDT representative(s). We also require all cardboard boxes/egg cartons to be flattened BEFORE being placed in recycling receptacles.

### **Parking at Minnetonka High School:**

Ride customers will park everywhere beginning at 5:30 a.m. on Saturday, August 5. Therefore, do not come with a pickup and a trailer after 5:15 a.m. or you will simply not get in. It is too busy. All inventory needs to be in your booth and your booth needs to be set up by 5:30 a.m. on Saturday, no exceptions.

Help us conserve parking spaces by carpooling and by not bringing a vehicle with a trailer to the high school during the day on Saturday.

### **Booth Space and Contract:**

TDT will assign booth spaces.

Please complete the contract on the next page. By signing, you acknowledge that you have read and agree to all the information listed above.

*Signed application, Vendor fee and all necessary paperwork must be received no later than Friday, July 21, 2023. Submit paperwork to the attention of Michelle Burns (4584 Vine Hill Road, Excelsior, MN 55331) [Michelle.Burns@minnetonkaschools.org](mailto:Michelle.Burns@minnetonkaschools.org), 952-401-6800.*



## 2023 Tour de Tonka Vendor Fair Contract

Business Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**Please circle the category that best describes your business (circle all that apply).**

**Food (type):**

**Beverage (type):**

**Bikes & Bike  
Products**

**Clothing**

**Sporting Goods**

**Other:**

**Indoor Electricity Needed?** (please circle your choice) **Yes** or **No** (First come, first served. No electricity is available outside.)

Outdoor Vendors will need to supply their own generator. All vendors need to supply their own tables, chairs, tents, extension cords etc.  
We supply the space.

**Will you be distributing samples?** (please circle your choice) **Yes** or **No** If yes, please list the type of samples:

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**Will you be selling items?** (please circle your choice) **Yes** or **No** If yes, please describe the items you will be selling (as some may not be allowed):

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**Booth Selection** (please mark your choice or choices):

☐ **Option A (\$50): Friday & Saturday, August 4 & 5, Vendor Fair Booth**

Friday in the Gym (no beverages) & Saturday in the parking lot.

☐ **Option B (\$50): Friday, August 4, indoors only, Vendor Fair Booth**

Friday in the MHS West Gym.

☐ **Option C (\$50): Saturday, August 5, outdoors only, Vendor Fair Booth**

Saturday in the parking lot.

☐ **Option D (\$75): Virtual Packet**

Provide digital flyers or coupons for our virtual rider packets.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Make Checks Payable to: **Minnetonka Community Education (MCE)**

Signed Contract, Vendor fee and all necessary paperwork must be received no later than Friday, July 21, 2023.

Submit paperwork to the attention of Michelle Burns (4584 Vine Hill Road, Excelsior, MN 55331)

michelle.burns@minnetonkaschools.org 952-401-6800