



A Big 4 Community Event Sponsored by HU The School of Business

Fiesta in the Hills (FITH) is a single-day affair occurring during the initial weekend of Fiesta San Antonio. Hosted by Hallmark University’s School of Business, this event unfolds on the Northwest campus situated at 9855 Westover Hills Blvd in San Antonio, TX. This 2nd annual fundraiser expects to attract 1,500 patrons and supports the Big4 Community Events hosted by Hallmark University (HU) each year.

We are currently accepting applications from both for-profit food service vendors and non-profit organizations. Selected vendor applicants will be issued a per-event agreement based on the terms of the FITH Food Vendors Guidelines, Rates & Policies and other mutually agreed upon terms to be executed after the selection process is completed. Selected vendors must commit to being present for the entire event.

Concession Variety, Sizes, and Locations

- FITH endeavors to offer a diverse array of food vendors to prevent overlap in food selections.
- FITH is a family-oriented event and therefore encourages food vendors with menu items tailored to both adults and children.
- All water and sodas will be exclusively sold by FITH. Exceptions include coffee, tea, lemonade or aqua frescas, shakes or smoothies.
- Alcoholic beverages are sold through one contracted vendor selected by FITH.
- Vendors will have various booth sizes and locations. Multiple concession spots are available throughout the event space, including parking for food trucks or trailers.

VENDOR PRICING, POLICIES, AND OPERATIONAL GUIDELINES

Key Dates:

- March 22nd: Vendor Booth Requests, Agreements and Logos Due
- March 29th: Submission Deadline for Menu, Pricing List, and Proof of Liability Insurance Coverage (Encouraged to submit with application to expedite approval process)
- April 25th: Food Vendor Set-up for Heavy Equipment or Trailer Delivery
- April 26th: FITH Operating Hours, from 12:00 pm to 4:00 pm

Vendor Space Fees:

Booth Type	Size	Fee
Food Cart or Single Booth	8’x8’ – 10’x10’	\$75
Food Truck	10’ x 16’	\$125
Double Booth	10’ x 23’	\$175
Triple	10’ x 31’	\$225

Vendor Sales Policy & Fee Details:

- Each vendor is solely responsible for ensuring they receive payment for their sales. FITH will not be involved in or hold any responsibility for processing payments related to vendor sales.
- Fees for vendors participating in FITH consist of a space fee and, if deemed necessary by the committee based on cleaning requirements, a security deposit.

Cancellations and Refunds Policy:

- Vendors must provide written notification to FITH to cancel participation, which can be emailed to events@hallmarkuniversity.edu.
- No refunds will be issued for cancellations. Approved vendors, cleared for the event, will have the option to reserve the same accommodation for the following year or donate their payment to the university.
- FITH will be held rain or shine. No credits or refunds will be issued if the event is affected by forces of nature beyond our control.

Vendor Space Equipment & Responsibilities:

- Vendors are responsible for providing their own booth, canopies/tents, service tables, and chairs.
- Food vendors must supply all necessary operational items, including tables, appliances, extension cords, service ware, trash receptacles and bags, and handwashing stations.
- Food Vendors are permitted to sell only items pre-approved by the FITH Committee; any changes or substitutions must be approved by FITH in advance.
- Hot items should be kept away from canopies, plastic skirting, or coverings.
- Vendors are expected to maintain professional staffing at their booth areas.
- Vendors are required to stay within their assigned locations and avoid encroaching on neighboring spaces.
- Food Vendors must provide impervious floor covering in areas not situated on concrete or asphalt.
- Any accidents should be reported to the Vendor Coordinator.

Electricity Guidelines:

- To prevent damage, ensure that hot charcoal is kept away from electrical cables.
- Generators are allowed near certain booth spaces, but arrangements must be made beforehand due to limited space availability.
- Refrigerator trucks and food trucks parked onsite in specified areas may operate generators. The use of quiet generators is permitted only in prior specified areas.
- Electricity is available at some vendor locations, but it must be requested in advance.
- Extension cords must be heavy-duty and rated for at least 15 amps; vendors are responsible for providing their own extension cords and area rugs to cover them if they cross walking areas.
- All electrical wiring and appliances must be UL Listed and used according to their intended purpose.
- Plug strips utilized must include circuit breakers.
- All electrical outlets must be safeguarded and positioned to avoid exposure to moisture.

Cooking Procedures:

- Approved fuel sources for cooking include wood, charcoal, propane, and electricity.
- Sternos may be utilized for food warming purposes.
- Appliances fueled by charcoal or wood should not be positioned under tents or canopies.

Storage and Refrigeration Guidelines:

- Vendors are required to keep their supplies either inside their booths or directly behind them.
- Vendors may request permission from FITH to park a supply trailer or refrigerator outside. Approval must be obtained prior to setup.
- HU does not provide access to refrigeration facilities.

Sales Tax Policy:

- The vendor is solely responsible for all federal, state, local, and sales taxes applicable to their property, income, and transactions, in accordance with relevant laws and regulations.
- A copy of the Food Vendor's Sales Tax Certificate must be prominently displayed onsite during FITH.
- For tax permits and additional information, please visit the State Comptroller's website or contact them at 1-800-252-5555.

Insurance Requirements:

- Proof of liability insurance, listing Hallmark University, HU Alumni Association, and Fiesta in the Hills as additional named insured, is mandatory.
- The certificate of insurance must be submitted by April 15th.

Health & Fire Permits:

- The Food Vendor space fee does not cover the costs of health and fire permits.
- If you operate a mobile cart or food truck and manage your own permits, please provide a copy of your permit along with your insurance certificate.

Signage & Price List:

- Vendors are welcome to bring their own promotional banners for use on their booth or canopy.
- Food Vendors are encouraged to display menu items and price lists.

Smoking Policy:

- FITH is a smoke-free Fiesta event without exceptions—please refrain from smoking or vaping.

Set-up & Hours:

- Vendors may begin set-up as early as 7:30 am on the morning of FITH.
- Set-up must be completed by 11:00 am on Saturday morning and ready for inspection.
- Food Trucks will be granted access to the site 3 hours prior to the start of the Fair. They must relocate their vehicles one hour after the Fair concludes unless prior arrangements have been made.
- All Vendors must be prepared to commence business when the event opens to the public: 12:00 pm on Saturday and remain onsite until the event concludes at 4:00 pm.

Food Sanitation & Safety:

- Hallmark University expects all Food Vendors to uphold a clean and safe food preparation environment.
- Food Vendors are required to comply with food safety and sanitation standards outlined in the guidelines for Temporary Food Establishments by the San Antonio Metropolitan Health District, accessible at the following link: [Temporary Food Establishment Requirements](#)
- Food Vendors must provide and maintain a hand-washing station within their booth space.
- Each booth is mandated to have at least one 2A 10 B, C fire extinguisher.
- Fire extinguishers must possess a current inspection sticker from a licensed extinguisher company or provide proof that the extinguisher is new.
- A K type extinguisher will be required for deep fat fryers with an area of 5 cubic feet or more, accommodating up to an 80-pound cooking capacity.

Trash/Recycling:

- Hallmark University emphasizes the importance of maintaining a clean and safe food preparation environment for all Food Vendors.
- Food Vendors will be provided access to commercial dumpsters during the event for the disposal of solid food waste.
- In accordance with the City of San Antonio's Green Events Ordinance, Hallmark University actively participates in recycling initiatives for cardboard, aluminum, and plastics. A recycling dumpster will be available onsite.
- Wastewater dumping is permitted only in designated areas.
- Grease recycling is the responsibility of the Food Vendor, and they must arrange for its removal from HU premises.
- Food Vendors are advised to bring and utilize their own trash containers and bags.

Break-down and Clean-up:

- Vendors may commence breaking down 15 minutes before the event's closure.
- Vendors can leave heavy equipment outside, with prior notice, and remove it by 8:00 pm the next day.
- Access for load-out vehicles will be permitted into the loading area only after the Food Vendor's booth is packed, and authorization is granted by staff or security overseeing load-out.
- Booth spaces will undergo inspection for trash and debris following the event's conclusion.