



Rough Rider Motorcycle Rally Inc.
PO Box 51
Las Vegas, New Mexico 87701
www.roughridermotorcyclerrally.com

2025 Vendor Application
July 25, 26, 27, 2025

Fees

Vendor fees are **\$30.00 per front foot**, if application and entry fee is received by **June 30, 2025**. (NSF checks will void the application).

Vendor applications and payments received on or **after July 01, 2025**, will be subject to a **\$35.00 per front foot fee**.

There are additional fees for booths wider than 14 feet. The fees for a booth exceeding 14 feet in width must be negotiated and confirmed with a Rally Official.

All applications are subject to staff approval and verification. Submission of application does not guarantee a space. Vendors will be notified of booth application approval. Early applications will allow the staff to review and notify applicants in a timely manner.

Rough Rider Motorcycle Rally, Inc. reserves the right to deny any application and/or vendor that it deems not appropriate for its venue.

Applicants need to complete Vendor Application in full. Include this sheet with your application. Booth name and signature below indicates agreement with Rally fees.

Booth Name: _____

Applicant Printed Name and Signature

Date

BOOTH APPLICATION

ATTENTION VENDORS:

In order to protect the integrity of the organization, Rough Rider Motorcycle Rally Inc. **controls the trademark rights** for “Rough Rider Motorcycle Rally.” **Any use of the trademark/words for retail purposes will require the explicit written permission and payment of a negotiated fee to Rough Rider Motorcycle Rally Inc. Contact a Rally Official for more information.**

Food vendors that prepare food on site will only be allowed on the street or paved area. Food vendors are required to submit a \$50.00 cash security deposit, and Vendor Fees, with the request to sell food. This deposit will be refundable unless the vendor causes damage to the property, or the premises is not cleaned after the Rally. No wastewater, grease or other liquid may be dumped on the ground, in gutters, storm drains, etc. It must be carried back with the vendor and disposed of properly. Vendors are responsible for the cleanliness of their booth and waste. The security deposit will be forfeited in full if the above-mentioned requirements are not met. Food vendors are encouraged to contact the Rally early for space availability.

All other vendors will be in the park. Fees in the Park or on the street are the same, \$30.00 per front foot before June 30, 2025, and \$35.00 after July 01, 2025.

Fees for booths exceeding 14 feet in width must be negotiated and confirmed with a Rally Official.

Booth spaces may be limited - sending in an application does not guarantee a booth space or a specific location.

Vendors selling illegal and prohibited items will be subject to closure and forfeiture of fees.

Personal vehicles are not permitted behind vendor booths.

There are power lines and utilities underground. Driving stakes into the ground is dangerous and prohibited! The use of sandbags or weights is permitted. Vendors causing any damage to City property will be held responsible.

Rough Rider Motorcycle Rally, Inc. reserves the right to accept only those applications that are in the best interest of the Rally.

I have read and understand the above information.

Vendor Signature

Date

Vendor/Booth Name: _____

Owner/Contact Name: _____

E-Mail Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Cell: _____

Major Items to Be Sold:

1. _____ 3. _____

2. _____ 4. _____

Fees:

Front Foot Booth Length (*Booth width not to exceed 14'*) _____ ft. X \$30.00 = \$ _____

FOR APPLICATIONS RECEIVED ON OR AFTER JULY 01, 2025 _____ ft. X \$35.00 = \$ _____

Booth width more than 14' fee to be negotiated with Rally Official.

Contact Rally Official to set fees, before sending application\$ _____

Total Booth Fee.....\$ _____

See details in Booth and Rate Section to determine applicable fees. Contact (505) 429-0537 for details.

Booth Type & Size

(This is important information to locate your booth in the best available area and to avoid problems during set-up).

Type of Booth: _____ Tent _____ Canopy _____ Site Built _____ Enclosure _____ Table

Size of Booth: _____ Length: _____ Width (depth): _____

(Include the canopy, as part of the length or width)

BOOTH SPACE AND LOCATIONS

“Booth Space” means the entire area (footprint) taken up by the vendor and includes awnings, displays, extensions, customer seating or accessory units.

The booth rate of \$30.00 (\$35.00) per front foot is determined by the longest dimension of your booth (LENGTH). To qualify for this rate, your booth must not exceed 14 feet in width, WIDTH is determined by the shortest dimension of your booth.

Vendor booths are subject to measurement after set-up. Additional fees may be implied if booth measurement differs from what is listed on Vendor Application.

Fees for larger booths, booths exceeding 14 feet in WIDTH, will be set on a case-by-case basis by the Rally. The standard \$30.00 per front foot fee (\$35.00 on or after July 1st) will apply with additional costs assessed based on the width and area taken up by your booth. The size of your booth and the availability of space, as determined by the Rally, and will determine if your application will be accepted. Fees for large booths are to be negotiated before the application is submitted.

ELECTRICAL

220 CURRENT IS NOT AVAILABLE. Because of the configuration of the Plaza Park for the Motorcycle Rally, electrical service is limited. Applications for Plaza Park booths will also be considered based on electrical demand. Please provide the following information:

Describe all electrical equipment that will be used at peak hours, amperage draw if known (i.e., lighting, lifts, iron presses, etc.).

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Vendors are responsible for their own electrical extension cords and shall use heavy duty, UL Listed Cords specified for amps needed. These are a requirement to prevent the tripping of breakers or injury.

Draw a floor plan/footprint of your booth above, include dimensions. Indicate openings or awnings.

Rev. 03/29/2025

REQUIREMENTS FOR ALL APPLICATIONS

Applications must be submitted (e-mail, personal delivery or postmarked) by June 30, 2025. Upon receipt of your application, the Rally staff will review it and notify you if your application was accepted or if additional information is required. If the application is accepted, the Rally will notify the vendor, sign the Vendor Agreement, and keep it on record.

Vendors are to submit the full fee with their application. A 50% refund is applicable with proper notice prior to July 15, 2025. Vendors canceling their booth after being accepted must send written notice, via e-mail or regular mail postmarked by or before July 15, 2025. The fee is non-refundable thereafter. Applications not approved by the Rally staff will receive a full refund.

Money orders, cashier's checks or personal checks must be made out to: Rough Rider Motorcycle Rally Inc. and mailed to P.O. Box 51, Las Vegas, New Mexico 87701.

Vendors must obtain a Business Registration License (\$35.00) issued by the City of Las Vegas, Community Development Department, 1700 N. Grand Ave. Las Vegas, New Mexico 87701. (505) 454-1401. A City representative will be available during setup. The Rally does not recommend obtaining a Business Registration license until your application has been approved by the Rally.

The Rough Rider Motorcycle Rally reserves the right to reject any application that is not in the best interest of the Rally.

GENERAL RULES & POLICIES

Days and Hours of Operation

Friday July 25 th	7AM- Vendors may begin setting up their booths Vendor Booths open after set-up and any necessary inspections
Saturday July 26 th	Vendor Booths open @ 9:00 a.m.
Sunday July 27 th	Vendor Booths open @ 9:00 a.m. Booths may begin breakdown after the Blessing of the Riders. No vehicles will be allowed to enter the Plaza Park until after the 2025 Motorcycle Raffle drawing due to safety concerns. All booths must be dismantled and/or removed from the Plaza Park no later than 4:00 p.m. on Sunday July 27 th , 2025.

Booth Setup: Begins at approximately 7:00 AM or at such time the City permits setup (all vendors are responsible for their own booth construction material, wiring, lights, etc.).

Goods for Sale: Vendors are not allowed to sell items and or goods other than those permitted by this agreement. **The Rally owns the trademark rights for “Rough Rider Motorcycle Rally.”** Any use of the trademark/words for retail purposes will require the explicit written permission and payment of a negotiated fee to Rough Rider Motorcycle Rally, Inc. Contact a Rally official for more information.

Food Booths requiring a food permit are those determined as such by the New Mexico Environmental Department.

Solid Waste Fee: Vendors are expected to maintain and keep the area around their spaces clean of all debris for the duration of the Rough Rider Motorcycle Rally. At the conclusion and dismantling of booths and before leaving, the vendor shall assure space is cleaned of all trash. Vendors not abiding may be subjected to additional fees.

Inspections: The local Fire Marshall shall inspect booths prior to operation; Food Booths are subject to inspection by the New Mexico Environmental Department. All Food Vendors should contact the New Mexico Environment Dept. at 505-425-6764 after being approved by the Rally to obtain necessary food permits. An LP State Inspector will be conducting inspections on all propane bottles. The State of New Mexico imposes fees (approximately \$15.00 to \$20.00) for this inspection. All fees are the responsibility of the vendor.

Reporting Gross Receipts: Please report your Rally gross receipts earnings on your due dates for reporting CRS Taxes.

Fire Dept. Requirements: All booths are required to have at a minimum a 5 lb. fire extinguisher. Food booths and booths with a high fire load may be subject to additional requirements, as determined by the local inspector. For additional information contact the Las Vegas Fire Department at 505-425-6321.

LICENSE AGREEMENT

This LICENCE AGREEMENT made and entered into this _____ of _____ 2025, by and between the Rough Rider Motorcycle Rally, Inc. hereafter referred to as the LICENSOR and the Booth Concession Vendor, hereafter referred to as the LICENSEE.

WHEREAS the LICENSOR, a Non-profit Corporation, has been empowered, to license concession booth spaces during the Rough Rider Motorcycle Rally.

NOW THEREFORE, in consideration of the mutual covenants hereafter stated, the parties agree as follows:

The LICENSOR hereby grants to the LICENSEE for the purpose of construction and operation of a bike(r) accessories, information, or food booth, during the Rough Rider Motorcycle Rally. Rules and regulations of the Fire Marshall, the City of Las Vegas and Rough Rider Motorcycle Rally or their designees shall be abided by all vendor participants for operating aforementioned booths.

The term of this license shall be for a period of three (3) days commencing on Friday, July 25 through July 27, 2025.

In order to protect the integrity of the organization, Rough Rider Motorcycle Rally **controls the trademark rights** for "Rough Rider Motorcycle Rally." **Any use of the trademark/words for retail purposes will require the explicit written permission and payment of a negotiated fee to Rough Rider Motorcycle Rally, Inc.** LICENSEE agrees to abide by this requirement. Contact a Rally Official for more information.

LICENSEE is expected to deal honestly and fairly with the public. Any attempt to defraud or misrepresent the public will be considered sufficient cause for revocation of the License.

No drug paraphernalia will be allowed to be sold and or devices that may be harmful to the general welfare and safety of the public. If, at the discretion of the Las Vegas Police Department, a booth is in possession of such items, the vendor will be asked to cease the sales of these items. Refusal to do so may result in confiscation of items and/or closure of said booth.

There shall be no refund of any fee if for any reason the LICENSEE cancel or breach this license during the Rally or after July 15, 2025. A 50% refund is applicable with proper notice prior to July 15, 2025.

Construction/setup of booths will commence approximately at 7:00 a.m., July 25, 2025. Prior to operation, the Local Fire Department shall inspect all Booths. All Booths with LP Propane Tanks will be inspected by the LP State Inspector who may impose an applicable fee. All Food vendors shall be permitted and inspected by the New Mexico Environment Department prior to operation.

All vendors should be in place and ready for operation by 12:00 p.m. on July 25, 2025. All vendors shall cease operation on July 27, 2025, and booths must be removed by 4:00 p.m. on July 27, 2025.

LICENSEE agrees to the following: maintain and keep clean of any debris the area around their space for the duration of the Rally; agrees that at the conclusion of the dismantling of the booth the vendor shall assure the entire space is left clean.

LICENSEE agrees that any violation of any of the terms and stipulations of this License or any rules adopted by the Rough Rider Motorcycle Rally shall cause a revocation of the License and forfeiture of all fees, rights and privileges granted to the LICENSEE, in which case all sums paid become the property of the LICENSOR.

LICENSEE agrees that in the event all or any portion of the activities of the Rough Rider Motorcycle Rally are cancelled or postponed upon the advice or order of civil authorities, and if in the opinion of the LICENSOR, such cancellation or postponement justifies or dictates the closing of any booth or booths, said booths may be closed by the LICENSOR without any liability for any damage or loss incurred by the LICENSEE thereby, and all sums paid to the LICENSOR hereunder shall remain the property of the Rough Rider Motorcycle Rally.

The LICENSEE agrees to defend, protect, indemnify, and hold the Rough Rider Motorcycle Rally Inc., its members, and employees harmless from any personal injury or property damage resulting from the 2025 Rough Rider Motorcycle Rally.

PLEASE READ, SIGN AND SUBMIT THIS AGREEMENT WITH YOUR APPLICATION

(Please sign below)

_____ Booth Vendor Signature	_____ Date
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APPROVED/DENIED

_____ Rough Rider Motorcycle Rally Official Signature	_____ Date
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