



TOURISM OFFICE

TOWN OF RED RIVER
TOURISM & ECONOMIC DEVELOPMENT DEPARTMENT

2026 Vendor Information Packet

8750' Music & BBQ Festival

August 14-15, 2026

Thank you for your interest in vending at 8750' Music & BBQ Festival, taking place August 14-15, 2026 at Brandenburg Park in Red River, NM!

This document will give you an overview of the application process and requirements.

What is the timeline for the application process?

The complete application packet must be submitted by August 1, 2026, for it to be considered.

1. Fill out the application form (page 4) and mail it along with a copy of your NM CRS Compliance Letter, payment, signed event policies (pages 5-6), and itinerant vendor application (page 8 – the fee is included in the booth price) to:

Town of Red River

Attn.: Tourism Office

P.O. Box 1020

Red River, NM 87558-1020

OR

Submit it via email to visitorcenter@redriver.org

2. Send photographs (product group shots are acceptable) representing all the items you would like to sell to visitorcenter@redriver.org
3. Receive feedback within 2 weeks, once the application packet is received.

Who operates 8750' Festival?

8750' Festival is operated and produced by Red River Events Inc in partnership with the Town of Red River Tourism & Economic Development Department (ToRR).

Where will 8750' Festival take place?

Vendors: Brandenburg Park, Red River, New Mexico. Additional evening shows at Bitter Creek Ranch and Motherlode Saloon

8750' Festival Timeline

Vendor Check In & Set Up: *Thursday, August 13: 8 am - 5 pm.*

Vending Time: *Friday, August 14: 10 am - 5:30 pm;*
 Saturday, August 15: 10 am – 5:30 pm;

Vendor Tear Down: *Saturday, August 15: 5:30 pm – 8 pm.*

What types of products are we seeking?

We are primarily interested in food vendors for this event. Merchandise/crafts vendors, please consider applying to vend at our Aspencade Festival at the end of September.

How are vendors/products selected?

Vendor selection is based on what 8750' Festival needs to produce a community event, keeping in line with its mission, not on a first-come, first-served basis. All vendors are required to submit a *complete* application packet.

Each product will be reviewed based on several criteria, including number and type (snack/entrée) of menu items you intend to offer, cuisine and other pertinent criteria. Town of Red River staff reserves the right to approve, refuse and limit items sold at 8750' Festival. While exclusivity does not exist, a limited number of vendors will be approved to sell certain items. Applicants are reviewed based on the entire range of products proposed to sell at 8750' Festival. Vendors are not allowed to add or change products after the application process is complete or during the event. All product changes must be approved by the event coordinator.

Please note: Due to sponsorship obligations of the event, all beverage offerings must be Coca-Cola products. Please contact JR Weyrich (jr@santafecoke.com) with Santa Fe Bottling Co. to discuss trade-out options if you typically carry other beverage options. A sample list of approved products is attached at the end of this document.

Booth Information

8750' Festival will provide each vendor with a selected-size booth (10x10 or 10x20) at a location to be determined by the 8750' Festival organizer. Additionally, 8750' Festival will provide 6 ft. rectangular tables and chairs upon request at additional cost. Complimentary Wi-Fi access will be provided.

All the vendors are permitted to leave their product overnight during the event once the display is covered.

Vendors must have personnel present during the entirety of vending hours.

Due to the power and water lines in Brandenburg Park, TENT STAKES ARE STRICTLY PROHIBITED. The Town of Red River reserves the right to assess a non-refundable \$250.00 per stake fine for any violation of this policy. Please use sandbags or water buckets to secure your tent. If you are using a third-party tent provider, please pass this information along.

Will security be provided?

Red River Conference Center will be locked between 6pm and 8am during this event. There are

multiple security cameras on site. The building will be patrolled by local law enforcement during the night hours, and overnight security personnel will be provided.

What is the fee to participate?

Booth Size	Fee
10x10	\$250.00
10x20	\$350.00

All booth fees include the itinerant vendor fees for 2 vending days (August 14, 2026 - August 15, 2026).

Electricity at 8750' Festival

There are a limited number of 110V electrical outlets in the Exhibit Hall of the Red River Conference Center and Brandenburg Park that are available on first-come first-serve basis. Extension cords are the responsibility of the vendors and will not be provided by the 8750' Festival or the Town of Red River.

What kind of licenses/permits do I need?

- Each individual business setting up at 8750' Festival is required to have a valid New Mexico CRS Tax ID number and **must be compliant** with the NM Taxation and Revenue Department. You can apply for a NM CRS Tax ID, check your compliance status, print the compliance letter, or submit your tax payments online at tap.state.nm.us. For assistance obtaining a NM Tax ID or compliance questions, please call NM Taxation & Revenue at (505) 827-0951. Application approval is pending confirmation of CRS status with NM Taxation & Revenue. You must be in compliance. **If you are non-compliant, you will not be able to vend in Red River.**
- **The vendor license must be prominently displayed and available for public inspection at all times.**
Any vendor operating without a license is subject to a fine not to exceed \$500.00 and imprisonment not to exceed 90 days.
- **Sales Tax:** All sales are subject to the New Mexico Gross Receipts Tax. Gross receipts tax within the Town of Red River is **9.4250%**. All the vendors are responsible to collect the New Mexico Sales Tax and report it to the New Mexico Taxation & Revenue Department at a timely manner.
- **Food Vendors** are responsible for securing a temporary food permit through the New Mexico Environment Department. You can reach the Taos Office by phone at 575-758-8808 or visit their website at <https://www.env.nm.gov/foodprogram/application-home/>



TOURISM OFFICE

8750' Music & BBQ Festival

August 14 – August 15, 2026

Vendor Application

Contact Person _____
Business Name _____
Mailing Address _____
City _____ State _____ Zipcode _____
Phone _____ Email _____
Website _____
New Mexico Tax ID # _____ Last 4 Digits Fed Tax ID#/SSN _____

Vendor Categories (check all that apply):

[] Food [] Other (describe): _____

Please, send the photographs of the products you are selling to visitorcenter@redriver.org

Booth Types & Fees:

The fees below include itinerant vendor fee for 2 days: Friday, August 14, 2026 through Saturday, August 15, 2026.

[] 10x10 (\$250.00) [] 10x20 (\$350.00)
[] 6 ft. rectangular table (\$10.00/day) [] Chairs (\$5.00/day)
of tables requested _____ #of chairs requested _____

Total due to the Town of Red River: \$ _____

My signature states that the business name listed is the business that will be vending only approved items at the 2026 8750' Festival. Additionally, I have read, understand, and will abide by ALL of the attached policies.

Vendor Signature

Date

Printed Name

Rules and Regulations

1. _____(Initial Here) It is unlawful for any person to engage in the business of itinerant vending within the town limits without first obtaining a license. For reasons of traffic safety, difficulty of regulation and aesthetics, transient and itinerant vending is prohibited in the Town of Red River except during a special event.

The Town of Red River reserves the right to cause any vendor to cease to sell or attempt to sell any items that, in the opinion of the coordinator, appears to be offensive to the general public, and/or said items are deemed illegal to be sold in the State of New Mexico.

2. _____(Initial Here) Vendors obtain the right to use the assigned vendor booth are responsible for having the space operational during all hours of 8750' Festival.
3. _____(Initial Here) Vendors are not permitted to share a booth space with another vendor. Each vendor must have their own NM CRS number and pay for their own booth.
4. _____(Initial Here) Vendors are responsible for cleaning up their booth throughout the event. All trash should be deposited in the proper receptacles. Please utilize the receptacles located behind the Red River Conference Center on Jacks& Sixes Trail. There also will be trash cans available inside the Exhibit Hall for smaller trash items. Failure to properly dispose of trash will result in a \$250.00 fine.
5. _____(Initial Here) Vendors may not loan, give or sublease the booth assigned to them.
6. _____(Initial Here) Vendors may not use tent stakes for their booths in Brandenburg Park
7. _____(Initial Here) Any business ownership changes, at any time, require a new application for vending.
8. _____(Initial Here) Food vendors are required to obtain all the necessary permits through the New Mexico Environmental Department prior to the event.
9. _____(Initial Here) Baked goods and all other food products must be properly packaged, kept at proper temperatures (as specified by the NM Environmental Department), and displayed on tables that are covered by a tablecloth.
10. _____(Initial Here) Town of Red River reserves the right to limit the size of the event and reject applications with or without reason. Decisions of ToRR are final.

Cancellation Policy _____(Initial Here)

There will be no refunds for no-shows. If the Vendor must cancel, the Town of Red River will only refund space rented if it can be re-booked. A 10% cancellation fee will be deducted from any refund issued. The event shall be held rain or shine, and no refunds shall be given after the event begins.

Booth Assignments _____(Initial Here)

Vendor space will not be confirmed until full payment is received. The booths will be assigned by the Event Coordinator. Vendor shall not sublet, assign, or otherwise transfer or convey any matter in connection with 8750' Festival to any other person, or any of the privileges conveyed herein, except with the written consent of the Event Coordinator. Booth placement will be assigned to best benefit 8750' Festival and all its participants, as determined by the Event Coordinator.

Event Cancellation _____(Initial Here)

Town of Red River has the right in its sole and absolute discretion to cancel or postpone the event for any reason or for no reason whatsoever. Should 8750' Festival be postponed or canceled for any Act of God, public safety, welfare or for any reason (or for no reason) whatsoever, Vendor hereby releases and forever discharges Town of Red River, its officials, officers, employees, representatives, agents, and volunteers from any and all liability, losses, harm and claims for damages, and any other actions or claims whatsoever, which result from or arise out of such postponement or cancellation.

Vendor Vehicle Parking _____(Initial Here)

Due to several additions to the 8750' Festival, vendor parking will be available on the west end of the Conference Center.

No tractor trailer parking is available nor is there any RV parking. RV lodging can be found at one of the Town's three RV resorts: 4K River Ranch, Red River RV Park, or Road Runner RV Resort.

Vendor Packages _____(Initial Here)

If you are having merchandise shipped to our location, you must be physically present to sign for the delivery. **Our staff cannot sign for or take responsibility for your merchandise.** Check with the lodge you are staying at about shipping packages to their address.

(Signature)

(Date)

Mail your completed application with payment in full and CRS compliance letter to:

*Town of Red River
Attn: Tourism Office
P.O. Box 1020
Red River, NM 87558-1020*

OR submit it via email to dortega@redriver.org

Credit Card Authorization Form

Please complete all fields. You may cancel this authorization at any time by contacting us.

Credit Card Information	
Card Type:	<input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> Discover <input type="checkbox"/> AMEX <input type="checkbox"/> Other _____
Cardholder Name (as shown on card):	_____
Card Number:	_____
Expiration Date (mm/yy):	_____ CVV (Security Code): _____
Cardholder ZIP Code (from credit card billing address):	_____

I, _____, authorize Town of Red River to charge my credit card above for agreed upon purchases. I understand that my information will NOT be saved to file for future transactions on my account.

Customer Signature

Date

**TOWN OF RED RIVER
ITINERANT VENDOR APPLICATION**

TOWN OF RED RIVER
PO BOX 1020
RED RIVER, NM 87558
(PHONE) 575-754-2277
(FAX) 575-754-2944

VENDING FEE: \$25.00/day

NAME OF APPLICANT _____

NAME OF BUSINESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

NEW MEXICO CRS-1 IDENTIFICATION NUMBER _____

LAST FOUR DIGITS OF SS# or FEIN# _____

***APPLICATION MUST INCLUDE A CURRENT CRS COMPLIANCE LETTER FROM NM TAXATION & REVENUE.**

LOCATION/PROPERTY OWNER OF VENDING LOCATION:

DESCRIPTION OF VENDING OPERATION: _____

I agree that any falsification, misstatements, or omissions; including those related to location and goods to be sold, shall result in immediate revocation of this license and forfeiture of the right to operate within the Town of Red River.

I agree that the Town Administrator, Police, or safety personnel may inspect the vending premises. It is further understood that payment of applicable state tax is made a provision of this license.

*Application approval is pending confirmation of CRS status with NM Taxation & Revenue. You must be in compliance.

The Town of Red River and the Red River Conference Center are unable to accept delivery of any items on your behalf. A representative from your company must be present to sign for any deliveries.

Applicants Signature

Gross Receipts Tax is 9.4250%

Office use only

Amount Received _____ Date _____

() Check () Cash () Credit Card



Coca-Cola Bottling Co. of Santa Fe
SPECIAL EVENTS
 1-1-2026 through 12-31-2026

Case Count	Unit	Size	Approved - Product List	Case Cost	Unit Cost	Suggested Retail	Gross Profit Margin%
Sparkling Soft Drinks (SSD)							
24	Single	355ML	Import Coke-Fanta-Sprite-Dr Pepper GLS Bottles	\$31.00	\$1.29	\$2.50	48%
24	Single	500ML	Import Coke-Fanta-Sprite-Dr Pepper GLS Bottles	\$33.75	\$1.41	\$2.75	49%
24	Single	16oz	Coke Family Cans	\$21.75	\$0.91	\$2.00	55%
24	Single	20oz	Coke Family PET Bottles	\$27.25	\$1.14	\$3.00	62%
2	12 Pack	12oz	Coke 12 pack cans	\$17.00	\$8.50	\$12.00	29%
Juices/Coffee's							
12	Single	15oz	Dunkin' Double	\$26.00	\$2.17	\$4.00	46%
12	Single	13.7	Dunkin - Iced Coffee PET Bottles	\$36.00	\$3.00	\$5.25	43%
12	Single	10.1oz	Tum-E Yummies PET Bottles	\$12.75	\$1.06	\$3.50	70%
12	Single	13.5/15oz	Monster Java Cans	\$22.25	\$1.85	\$4.00	54%
24	Single	12oz	Minute Maid Family PET Bottles	\$38.25	\$1.59	\$3.00	47%
Energy							
24	Single	12oz	Monster Cans	\$38.00	\$1.58	\$3.50	55%
12	Single	12oz	Monster Reign Storm Cans	\$19.00	\$1.58	\$3.50	55%
24	Single	16oz	Monster/FT/NOS Cans	\$44.50	\$1.85	\$4.00	54%
12	Single	16oz	Monster Reign Cans	\$22.25	\$1.85	\$4.00	54%
12	Single	16oz	Monster Bang Cans	\$22.25	\$1.85	\$4.00	54%
12	Single	18.6oz	Monster Import Cans	\$22.25	\$1.85	\$5.00	63%
12	Single	19.2oz	Monster Cans	\$22.25	\$1.85	\$5.00	63%
12	Single	24oz	Monster Cans	\$35.00	\$2.92	\$5.50	47%
12	Single	12oz	FLRT Cans	\$26.00	\$2.17	\$4.00	46%
Tea- Dairy							
12	Single	14oz	Core Power PET Bottles 26G	\$32.40	\$2.70	\$5.25	49%
12	Single	14oz	Core Power Elite PET Bottles 42G	\$39.00	\$3.25	\$6.00	46%
12	Single	14oz	Fairlife Milk PET Bottles	\$21.25	\$1.77	\$3.50	49%
24	Single	15.5oz	Monster Rehab Cans	\$44.50	\$1.85	\$4.00	54%
12	Single	18.5oz	Gold Peak PET Bottles	\$15.50	\$1.29	\$3.00	57%
24	Single	16oz	Peace Tea Cans	\$19.25	\$0.80	\$2.00	60%
Sports Drinks							
18	18 Pack	12oz	Powerade PET Bottles Variety PK	\$10.00	\$0.56	\$1.00	44%
12	Single	16oz	Bodyarmor PET Bottles	\$25.00	\$2.08	\$4.00	48%
24	Single	20oz	Powerade PET Bottles	\$18.75	\$0.78	\$2.00	61%
12	Single	20oz	Bodyarmor Flash IV PET Bottles	\$18.75	\$1.56	\$4.00	61%
12	Single	12oz	Bodyarmor Flash FIT	\$20.80	\$1.73	\$4.00	57%
6	4 Pack	12oz	Bodyarmor Flash FIT	\$41.60	\$6.93	\$16.00	57%

Case Count	Unit	Size	Approved - Product List	Case Cost	Unit Cost	Suggested Retail	Gross Profit Margin%
Sparkling Water							
24	Single	12oz	Topo Chico Sabores Cans	\$32.00	\$1.33	\$3.00	56%
3	8 Pack	12oz	Topo Chico Sabores Cans	\$32.00	\$10.67	\$24.00	56%
Water							
24	Single/8Pk	12oz	Smartwater Slim Cans	\$22.00	\$0.92	\$2.00	54%
24	Single	16oz	Dasani Water ALB Bottle	\$22.50	\$0.94	\$2.00	53%
24	Single	20oz	Dasani Water PET Bottles	\$15.75	\$0.66	\$1.50	56%
24	Single	20oz	Smartwater PET Bottles	\$26.00	\$1.08	\$2.50	57%
24	Single	700ML	Smartwater Sport Cap PET Bottles	\$30.00	\$1.25	\$3.00	58%
24	Single	700 Mil	Body Armor Sports Water PET Bottles	\$30.00	\$1.25	\$3.00	58%
12	Single	20oz	Vitaminwater PET Bottle	\$16.75	\$1.40	\$3.50	60%
24	Single	20oz	Powerade Power Water	\$40.00	\$1.67	\$3.00	60%
Fountain/Cups/Lids/CO2							
1	BIB	5 Gal	CSD and Flavor	\$128.00	\$128.00		
1	BIB	2.5 Gal	CSD and Flavor	\$66.75	\$66.75		
1	CO2	20LB	20# Tank +\$100 Deposit	\$32.00	\$32.00		
1	CO2	50LB	50# Tank +\$150 Deposit	\$64.00	\$64.00		
2000	Cups	12oz	12OZ Cups	\$138.00	\$0.07		
1000	Cups	16oz	16OZ CUPS	\$80.00	\$0.08		
1000	Cups	24oz	24OZ CUPS	\$115.00	\$0.12		
480	Cups	32oz	32OZ CUPS	\$75.00	\$0.16		
2000	Lids	12/16/24oz	12/16/24OZ UNIV LIDS	\$57.00	\$0.03		
960	Lids	32oz	32OZ LIDS	\$47.00	\$0.05		

To place order please call Lily @ 505.699.5461 or email: orders@santafecoke.com