



MAY 2<sup>ND</sup> & 3<sup>RD</sup>, 2025  
FORT SMITH, ARKANSAS

# The 2025 Steel Horse Rally Vendor Application

Before completing this application, please contact the Steel Horse Rally Inc. office at info@TheSteelHorseRally.com or 479-414-3775 to confirm that space is available and to receive an invoice via e-mail. Then, complete this application and pay vendor fees by deadline on invoice. **Please Note: As of 2/21/2025, we are NOT accepting any more food vendors for the 2025 Steel Horse Rally.**

**1. Vendor Contact Info:** (New Vendors: Please include a list of 3 references with Phone #'s & contact info)

Name of Business/Vendor: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Cell #: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Years in Business: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Vehicle Make & Model: \_\_\_\_\_ License Plate #: \_\_\_\_\_

State\* Sale Tax Permit # \_\_\_\_\_ \*(Please name state if not Arkansas: \_\_\_\_\_)

**2. Insurance:** Please include a copy of your Certificate of Insurance with your application.

I have insurance to cover liability & loss in a minimum amount of \$1,000,000 per occurrence Yes\_\_\_ No\_\_\_

Insurance Company \_\_\_\_\_ Policy Number \_\_\_\_\_

**3. Vendor Fees & Deposits:** After confirming availability with the Steel Horse Rally Inc. office, please complete the form and write totals on this page (from worksheet on Page 2).

Exact dimensions of Vendor Space needed: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. For custom sizes, call 479-414-3775 or e-mail info@TheSteelHorseRally.com

Type of booth set-up (Table, trailer, food truck, etc.): \_\_\_\_\_

**Select your Location:**

- A. Vendor Village: Area A (area closest to Garrison Ave.)**  
Limited potable water available for fee; Limited 110 Electricity available for fee + Tax; No 220\*
- B. Vendor Village: Area B (area closest to Rogers Ave.) (800 block of Garrison Ave.)**  
Limited potable water available for fee; Limited 110 Electricity available for fee + Tax; No 220\*
- C. Vendors at SHR Main Stage Entertainment Area/FNB Lot (Parking Lot at 601 Garrison)**  
Limited potable water available for fee; Limited 110 Electricity available for fee + Tax; No 220\*
- D. Vendors at Cisterna Park (Towson Road at 1100 block of Garrison Ave.) \*No water or electricity;**

**Cleaning Deposit (See page 2)** \$ \_\_\_\_\_

**Vendor Fee (See page 2 for details)**

Vendor Space Fee (See page 2) \$ \_\_\_\_\_

Electricity Fee + Tax (See page 2) \$ \_\_\_\_\_

Potable Water Fee (See page 2) \$ \_\_\_\_\_

Online Payment Fee (See page 2) \$ \_\_\_\_\_

**Total Vendor Space Fee** \$ \_\_\_\_\_

Please write two (2) separate checks or money orders: One check for the Cleaning Deposit Amount, and one for the Total Vendor Fee Amount. Make checks payable to: **The Steel Horse Rally Inc.** Mail payment, applications, & other documents to: **The Steel Horse Rally Inc., P.O. Box 8182, Fort Smith, AR 72902** You MUST include a self-addressed stamped envelope for Cleaning Deposit refund. Online payments can take up to 72 hours to post. Deadlines apply to all fees and documents. For more info contact the SHR Inc. at info@TheSteelHorseRally.com

- Please Check One Box below:**
- I paid in full by enclosed 2 Checks/Money Orders
  - I contacted the SHR Inc. and paid electronically

**2025 Steel Horse Rally Vendor Fees:**

Please complete this page and write the totals on Page 1 of the Vendor Application. Invoices will be e-mailed.

**A. Vendor Village - Area A (closest to Garrison Ave.) (800 block of Garrison Ave.)**

Limited potable water available for fee; Limited 110 electricity available for fee plus tax; No 220\*

**10ft x 10ft General Merchandise/Non-Food Vendor Space (Table/Tent):**

If received by 3/1/2025: \$500 Received between 3/2/25 & 4/1/25: \$750

**10ft x 20ft Vendor Trailer or Food Truck:**

If received by 3/1/2025: \$1,250 Received between 3/2/25 & 4/1/25: \$1,550

**B. Vendor Village - Area B (closest to Rogers Ave.) (800 block of Garrison Ave.)**

Limited potable water available for fee; Limited 110 electricity available for fee plus tax; No 220\*

**10ft x 10ft General Merchandise/Non-Food Vendor Space (Table/Tent):**

If received by 3/1/2025: \$400 Received between 3/2/25 & 4/1/25: \$700

**10ft x 20ft Vendor Trailer or Food Truck:**

If received by 3/1/2025: \$1,200 Received between 3/2/25 & 4/1/25: \$1,450

**C. Vendors at SHR Entertainment Area/FNB Lot (Parking Lot at 601 Garrison Ave.)**

Limited potable water available for fee; Limited 110 electricity available for fee plus tax; No 220\*

**10ft x 10ft General Merchandise/Non-Food Vendor Space (Table/Tent):**

If received by 3/1/2025: \$500 Received between 3/2/25 & 4/1/25: \$750

**10ft x 20ft Vendor Trailer or Food Truck:**

If received by 3/1/2025: \$1,250 Received between 3/2/25 & 4/1/25: \$1,550

**D. Vendors at Cisterna Park (1100 block of Garrison Ave.)\*\***

\*\*No Electricity or Water Available at this location.

**10 ft. x 10 ft. General Merchandise/Non-Food Vendor Space**

If received by 3/1/2025: \$200 Received between 3/2/25 & 4/1/25: \$400

**10 ft. x 20 ft. Vendor Trailer/Food Truck**

If received by 3/1/2025: \$600 Received between 3/2/25 & 4/1/25: \$800

Vendor Space Fee \$ \_\_\_\_\_

**Additional Items:**

Electricity\* \*(110 Only in Areas A, B & C; No 220; Call to confirm availability.) **Electricity is turned on Fri., May 2nd.**

Electricity Fee: \$150 per space (Plus Tax, which will be noted on your invoice) \$ \_\_\_\_\_

Potable Water\* \*(In Areas A, B & C; Call to confirm availability.) Water is available starting on Friday, May 3rd.

Water Fee \$75 per space \$ \_\_\_\_\_

Online Payment Fee\* (Please note that additional online payment fees/credit card fees may apply and the amount may vary depending on amount & method of payment. Details will be on your invoice.) \$ \_\_\_\_\_

Charitable Donation to the SHR Inc. charity (EIN #47-1158281) (May be tax-deductible; Consult your tax expert.) \$ \_\_\_\_\_

Other Items: (Additional Parking Pass Fees & Other fees) \$ \_\_\_\_\_

Discount (when applicable) \$ \_\_\_\_\_

**Preferred move-in date**  
(Times/dates will be assigned):

- Thursday night, May 1st
- Friday morning, May 2nd

I am bringing \_\_\_\_\_ water barrels as weights for my tent; (See Rule 8)

Capacity of each Barrel:  
\_\_\_\_\_ (in gallons per barrel)

**Total Vendor Fee \$ \_\_\_\_\_**

**Refundable Cleaning Deposit:** Vendors are required to pay a cleaning deposit and cannot leave the event until their space has been inspected. Refunds mailed within 30 days after event. SASE required.

**Non-Food Vendors (\$25 per 10 ft); Food Vendors (\$100 per 10 ft) Cleaning Deposit Total: \$ \_\_\_\_\_**

#### **4. Items sold by Vendor: Photos & List of all items is required**

Please attach/e-mail photos and a list of the items that will be available for purchase, on display, or distributed in your vendor space. Only items listed with image and submitted with this application will be allowed. Items sold may not include The Steel Horse Rally logo, event title, event images, city or verbiage, or Steel Horse Rally identification, variation of the event name or any reference to the event without the written consent, permission and payment of fees to the Steel Horse Rally Inc. charity. Please see licensing restrictions and list of prohibited items in rules. Please provide prices or price range of items. Failure to list or send photos of any item may result in disqualification of vendor space or eligibility to sell item. This is for the charity's use only. All pricing information will be kept confidential.

#### **5. Photo/Image/Drawing of Vendor Booth Layout: Please include a diagram/photo.**

With your application, please include a photo or photos (and/or a diagram) of your booth layout that shows awnings, doors and service windows that are used and accurate measurements.

#### **6. Employees: Please include a list of your Employees.**

Please list the names of employees/volunteers/staff and time slots that they will be working in your booth. Only people named in the list you provide will be allowed behind your booth during the rally. You may be issued a vendor badge to be worn during the rally and/or a vendor certificate to be kept in your booth. Security may ask vendors to show identification. Vendor badges/certificates/permission are for working staff only and cannot be shared.

#### **7. Sponsorship & Advertising Opportunities:**

Sponsorship opportunities of this charity event and the Steel Horse Rally Inc. charity are available. The SHR Inc. also accepts some donations of gift certificates and other items. (Sponsorships/donations may be tax-deductible. Consult your tax expert for details). For more information, please e-mail [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) or call 479-414-3775

#### **8. Move In/Move Out Schedule: Move-In & How to get your Water Barrels Filled**

All vendors are expected to be open during Friday and Saturday during the specified hours during the rally. We will schedule a move-in/move-out time that works best for you before the rally, but we'd like to know when you would prefer and what you need when you move in. Please note that we run a tight schedule and vendors may only move in at their specified time. No one is allowed on the property before their assigned time and must check in before entering the lot and may only set up in their assigned spot. Anyone failing to follow procedure will be escorted off of the property. Weather permitting and as the schedule allows, we can fill your tent water barrels/weights that you bring, however, we do NOT provide water barrels, just the non-food grade water to fill the barrels. There is no fee for the water to fill up your tent water barrels that you bring, however charitable donations are appreciated. You must let us know on this application how many barrels you are bringing that need to be filled and their capacity so we can be sure that we can accommodate your request. Please note that we do provide this as a courtesy, however, due to multiple requests, we ask for your patience.

#### **9. Payment:**

There are several ways that you can pay fees, taxes and donations. All payments and application info must be received by March 1, 2025 in order to ensure your space is reserved and to avoid late fees. Accepted vendors will receive an invoice from the Steel Horse Rally Inc. Please call 479-414-3775 or e-mail [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) so we can give you the exact payment link and/or instructions. Payments accepted include:

- 1. Check or Money Orders:** (No cash payments accepted). Please make separate checks or money orders for the Vendor Space Fee Amount and for the Cleaning Deposit Fee Amount, each payable to **The Steel Horse Rally Inc.** Checks or money orders should be mailed to **The Steel Horse Rally Inc., P.O. Box 8182, Fort Smith, AR 72902**
- 2. Payment online:** The Steel Horse Rally Inc. accepts most major credit cards, bank cards and several types of online payments. Please note that additional online payment fees/credit card fees may apply and may vary depending on method of payment. You MUST include a self-addressed stamped envelope if you want your vendor deposit fee to be refunded. For other payment options, e-mail [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com). All payments must be received by April 1, 2025. Please note deadlines on vendor fees. Please note that online payments can take up to 72 hours to post to your account. The SHR Inc. is a 501(c)3 non-profit charity organization and your payment/donation/sponsorship (or a portion of it) may be tax-deductible. Consult your tax professional for details. EIN # 47-1158481

**10. Area Specific Rules:** Some rules may vary from vendor area to vendor area. For example, no smoking or use of tobacco products is allowed at the Darby Triangle/Cisterna Park. Times, dates and locations are subject to change.

***Please read all Steel Horse Rally Rules & Regulations and sign and complete the final page of the vendor application. Food and Beverage vendors must also complete the Food and Beverage Vendor section.***

Mail checks, applications and photos to The Steel Horse Rally Inc., P.O. Box 8182, Fort Smith, AR 72902

Please complete the entire Vendor Application Form and mail to the above address or e-mail it to [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) For questions, e-mail [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) or call 479-414-3775. Upon receipt of Vendor Application by The Steel Horse Rally Office, you will be contacted within 14 business days from The Steel Horse Rally Inc. stating whether or not your application has been accepted.

# The Steel Horse Rally 2025 - Vendor Rules & Regulations

May 2nd & 3rd, 2025 - downtown Fort Smith, Arkansas

The Steel Horse Rally is a 501(c)3 charitable organization EIN # 47-1158481 that has been created with the mission to raise charitable donation for veterans, children's charities, and community improvement. The Steel Horse Rally is a two-day motorcycle rally and event that takes place annually in downtown Fort Smith, Ark. This year, vendors will be located in the 800 block, 600 block and the 1000 block (Darby Triangle/Cisterna Park) of Garrison Avenue in Fort Smith, AR. All vendors will be located in these high-traffic areas in order to get the most foot traffic. There will be no admission or age limit to get into the vendor village area and there will be free additional motorcycle parking nearby.

**Vendor Fees:** Vendor fees will be determined based on number of vehicles, size of vendor space, when payment is received, cost for amenities like water, electricity, etc. Vendor space cannot be reserved until the vendor form has been completed and received along with requested information and vendor fees are paid in full. No cash payments accepted. Late fees will apply to those applying after deadlines or those who have not paid by the deadline. Cleaning deposits will be mailed in the self-addressed stamped envelope that the vendor provides. No cleaning deposit refunds will be given at the rally. If no SASE is provided a fee will be charged. Checks that fail to clear will result in a fee of \$40. Vendors who require additional equipment, time or resources or have not paid on time in the past may incur additional fees. No vendor may come late, tear down early or leave booths unattended during the hours of the rally. If a vendor does not comply with the schedule, they will pay a fee up to \$500. Also, vendors who do complete the vendor form correctly and do not include the necessary items may incur fees for items that have to be returned or mailed. If you have any questions, please e-mail [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) or call 479-414-3775.

**Prices:** Prices for vendors are for The 2025 Steel Horse Rally only and are listed on Page 2 of the vendor application. For custom booth/space sizes, e-mail [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) Cleaning Deposits are also listed on Page 2. Prices vary depending on when they are received. Additional fees may apply.

**Insurance:** Vendors are required to send a copy of their Certificate of Insurance with the vendor application. The certificate should show liability limits of no less than \$1,000,000 per occurrence for premise and operations liability, and naming The Steel Horse Rally Inc. as an additional insured. Also, please have a copy of your COI in your vendor booth during the rally.

**Deadlines and Fees:** Once you receive an invoice, please make checks payable to "The Steel Horse Rally Inc." Please note additional taxes and fees may apply, including fees for electronic payments, payments by credit card, or payments made online or by phone. Remember to make a copy of the application for yourself. E-mail the application & info to [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) or mail to: "The Steel Horse Rally Inc., P.O. Box 8182, Fort Smith, AR 72902." Cash payments will not be accepted. No payments in person or on the day of the event. No vendor will be allowed onto the event premises until the application, necessary paperwork, and payment have been received by the Steel Horse Rally Inc. Vendor applications and fees must be received by noted deadlines. Submitting an application is not a guarantee for a space. If we have not received your total payment by April 1, 2025, you may forfeit your space, and late fees of up to \$100 will apply. Incorrect or incomplete payment/application information and any checks that do not clear will have an additional \$40 fee per item.

**Vendor Space:** Vendors must fit within the booth/vendor area requested. Trailer tongues, trailer doors, awnings, signs, merchandise tables, cooking equipment, etc. must be within the footprint of the total booth area. If you do not fit within the requested area, you will be asked to modify your layout to fit within the space constraints, or forfeit your vendor space, or pay additional fees. If you request a specific lot and/or space, the Steel Horse Rally Staff will make every effort to place you in the requested location. However, SHR staff does not guarantee that you will be placed in the exact space. Specific info about vendor location, load-in/setup times will be provided to vendors before the event.

**Food Vendor Form:** Food & beverage vendors will have additional qualifications to meet and inspections by the Arkansas State Health Department. Your compliance with these regulations are mandatory. Menus with prices must be posted during the rally. See Food Vendor Application Form required for all food vendors.

**Vendor Code of Conduct:** The Steel Horse Rally is a family-friendly event. Rudeness, profanity and disrespectful attitudes will not be tolerated. Vendors may not solicit in any areas other than their designated vendor space. Also, for your safety and the safety of event-goers, all of your employees must be listed on this application. Anyone in your booth may be asked to provide identification. They must be of legal age to be employees for the goods that you are selling. Anyone behind your vendor booth whose name is not on the list you provided will be asked to leave and escorted off the premises by law enforcement. No nudity or obscene or offensive clothing is allowed. The owner/team leader listed on this form will be responsible for the actions of all of your employees. Also, your vendor area is for selling/displaying items and cannot be used to set up picnic tables, grills, camping, alcoholic drinking areas, smoking areas, children's play areas, sound systems, light systems, water slides, bubble machines or any other items that may impede the flow of traffic. Only quiet approved generators are allowed and must be approved before the event by the SHR Inc. staff. Only a limited number of parking pass will be allowed for vendors. No alcoholic beverages or live animals are allowed by vendors in the vendor area at any time. Anyone violating this will be removed from the premises. No smoking is allowed in Fort Smith parks which includes Cisterna

Park. Vendor certificates allow you to set up in your designated vendor spot only. If you wish to participate in any of the charity events to raise charity donations for the event, you will need to pay the admission fee and/or make a donation to the charity/charities that the event is for. No subletting or dividing of vendor spaces. No selling or sharing of parking or vendor badges. No raffles, gambling, selling of tickets or giving away unapproved items is allowed. Vendors may not sell or distribute any items that the Steel Horse Rally was not made aware of in this application or in the attached pages.

**Vendor Parking:** Vendor parking passes will allow vendors to park their personal vehicles in a designated lot (as noted on maps and information distributed to vendors before the rally). Vendors will be limited to only one parking pass per vendor in the assigned lot ONLY. Please plan accordingly. There will be a small fee for additional parking passes. Vendors may NOT park their personal vehicles in the vendor area or adjacent to the vendor area. Please note that some streets will be blocked for the event and for motorcycle/event parking. Be sure to obey all rules for any areas you park in (i.e., move vehicle at specified times). Please do not block any entrances or parking areas. People who do not adhere to the traffic/parking rules will have their vehicles towed at their own expense. Parking is limited, particularly for non-motorcycle vehicles. You may not stay in your tent/trailer/booth at night, and NO RV's or campers can be parked behind/within/adjacent to your vendor space.

**Refunds:** If you pay for a vendor space and find you are unable to attend the rally due to a family emergency or other legitimate reason, please notify us in writing prior to March 1, 2025 and we will refund your full vendor fee within 30 days after the end of the event. If you notify us after March 1, 2025 you will not be entitled to a refund of any of your paid vendor fees or deposits. No refunds will be issued for cancellations after April 1, 2025.

**Rain or Shine:** The Steel Horse Rally is primarily an annual outdoor event and will be held rain or shine. No refunds will be issued due to poor sales performance of products/services or due to inclement weather, acts of nature, or any other circumstances. The Steel Horse Rally Inc. is not responsible for any theft, accidents, injuries, fires, losses, or other damages. While vendor locations/areas may be requested, exact spots/move-in times will be assigned and are subject to change.

**Prohibited Items:** The following items can NOT be displayed, sold or dispersed: Firearms, knives, weapons explosives, corrosive materials, pornography or any X-rated materials, alcoholic beverages, live animals, tobacco or coupons/vouchers for tobacco items, controlled substances of any kind, drug related paraphernalia, political advertisements, loud or distasteful displays, or offensive and/or profane items. No alcohol, controlled substances or firearms are allowed on the property. Prostitution, gambling, raffles, and lotteries/games of chance of any kind are strictly prohibited. Also, no solicitation of addresses, e-mail addresses or personal information from other vendors or event-goers will be allowed. The Steel Horse Rally has the sole authority to determine if a vendor has violated this policy, and if it is concluded this policy has been violated, the vendor will be removed for the remainder of the event without the refund of any of the vendor fee payment. The Steel Horse Rally reserves the right to refuse, prior to, or remove during the event, any vendor whose products, intentions, conduct or attitudes violate the code of conduct. ***Glass containers are also prohibited. If you have items containing glass, sharp edges or other potentially dangerous items, please contact the SHR before completing this form. An additional form or proof of insurance or other documents may be required.***

**Licensing Restrictions:** The Steel Horse Rally name, logo, wording or Steel Horse Rally identification, variation of the event name or any reference to the event cannot be used on any items that will be sold or distributed without the express written consent and approval of The Steel Horse Rally Inc. Board of Directors. Designated sponsors, charities and vendors who have permission to use the logo and event name must do so within the guidelines established by The Steel Horse Rally Inc. Anyone who violates this policy will be prosecuted for theft to the fullest extent of the law. Any unapproved or unauthorized use of The Steel Horse Rally trademarked and copyrighted name, logo and likeness will result in immediate confiscation of unauthorized merchandise and the items will not be returned. Also, no other unauthorized usage of any officially licensed materials, logos, names or designed may be sold or distributed.

**Operation:** No items may touch the walls, murals, sidewalks, ramps, doors, or fountains near the vendor areas. You may not drill any holes or drive any stakes into the ground, concrete, pavement, etc. or draw with chalk on any walls, sidewalks or pavement. All vendors are responsible for keeping their areas safe and clean and are responsible for their own trash (which is only to only be placed in the designated trash cans/roll off and recycling bins). All trailers, vehicles or displays that leak/drip fluids MUST have an approved tray or catchment system underneath provided by the vendor. Please do not damage any vegetation or property or drive over curbs or sidewalks. Anyone doing so will be fined a minimum of \$100. Do not leave any of your merchandise unattended. No merchandise/displays can be outside of your assigned vendor area. Vendors must set up/tear down at assigned time and understand that delays may occur. Vendors must wait in designated areas before set up. Vendors are responsible for bringing & setting up their own chairs, tables, tents, and tent weights. (Weights must fit within the vendor space.)

**Sales Tax:** All vendors are required to pay Arkansas State Sales Tax at the end of the Steel Horse Rally event. We request that you please complete the forms with necessary paperwork at the end of each day to the designated representative. You will be provided daily sales tax reporting forms in your vendor packet that you receive upon arrival. Failure to pay your taxes correctly and on time may result in possible fines from Arkansas.

**Safety:** Official event security (including armed law enforcement officers) will be on duty during the time frame specified in your vendor packet. All booths must be inspected before opening and must be manned and open during the hours of the rally outlined in vendor welcome packets. If safety requirements are not met in a timely manner, the vendor may be asked to leave with no refund. The Steel Horse Rally Inc. is not responsible for lost, damaged or stolen property, or financial losses, or any injuries. Please point out any potential safety concerns to event staff.

# The 2025 Steel Horse Rally Vendor Agreement:

I, (Print Name) \_\_\_\_\_ have completed this form and hereby agree to the rules outlined for the 2025 Steel Horse Rally, May 2nd & 3rd, 2025 in downtown Fort Smith, Arkansas.

As a vendor at The 2025 Steel Horse Rally, I have read, signed and provided information for all areas and agree to abide by all Rules and Regulations of this agreement. I understand that The Steel Horse Rally is a charity event and The Steel Horse Rally Inc., its board of directors, individuals helping with the rally, volunteers, local law enforcement and fire departments, the City of Fort Smith and Sebastian County will not be held liable for any losses or damages sustained by vendors as a result of the rights granted to the vendor under this Agreement of Vendor's Operations at The Steel Horse Rally. The Vendors, as part of the consideration, do hereby indemnify and hold harmless The Steel Horse Rally, The Steel Horse Rally Inc., its board of directors, employees, individuals helping with the rally, volunteers, local law enforcement and fire departments, the City of Fort Smith and Sebastian County and all of the employees, representatives and volunteers from any of these organizations any and all claims for damages or injuries of any nature or kind (including death), suffered or asserted have been suffered by any person or property of any person growing out of or resulting from or in any way connected to the vendor's attendance, travel to and from, and operations at The Steel Horse Rally. I understand that vendors are responsible for providing their own tent, tent weights, water barrels used as weights, tables and chairs at this outdoor venue and all items must conform to safety standards. All items must fit within the space assigned. All dates times and locations are subject to change. I understand that I cannot be on the property before my assigned move-in time and I may not leave until my space has been inspected by the SHR Inc. I understand that vendor space is limited and the Steel Horse Rally reserves the right to refuse any vendor for any reason. I understand that completing the application alone is not a guarantee of a space at the event. I understand that all payments/fees received after 4/1/2025 are non-refundable.

I have: (Please check)

- Read and will comply with the SHR Vendor Application, Vendors Rules & Code of Conduct
- Completed the entire Vendor Application Form and signed where necessary
- Included a list and photos/images of all items that will be sold/displayed in my vendor booth.
- Included photos/diagram of my tent, booth/trailer showing awnings, service windows, doors, flags, etc.
- Included a copy of Certificate of Insurance (COI)
- Included a payment for the Vendor Fee paid in the form of: (circle one) Check Money Order Online
- Included a separate payment for Cleaning Deposit (circle one): Check Money Order Online
- Included A Self-Addressed Stamped Envelope for return of cleaning deposit
- Included a list of all employees/volunteers who will be working at my booth
- Included a list of at least 3 references with phone #s & contact info (for new vendors)
- Completed Food & Beverage Vendor Form (Page 7) & included menu (For Food/Beverage Vendors only)

Vendor Signature \_\_\_\_\_ Date \_\_\_\_\_

Company Name \_\_\_\_\_ # of Years in Operation \_\_\_\_\_

Were you a vendor at previous Steel Horse Rally events? \_\_\_\_ Yes \_\_\_\_ No Year(s): \_\_\_\_\_

**Please read all Steel Horse Rally Rules & Regulations and sign and complete the final page of the vendor application. Food and Beverage vendors must also complete the Food and Beverage Vendor section.**

Mail the Steel Horse Rally Vendor Application, checks/money orders, applications, documents, and photos to:

The Steel Horse Rally Inc., P.O. Box 8182, Fort Smith, AR 72902

Documents and photos can also be e-mailed to [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com)

For questions, e-mail [info@TheSteelHorseRally.com](mailto:info@TheSteelHorseRally.com) or call 479-414-3775. Upon receipt of Vendor Application by The Steel Horse Rally Inc. Office, you will receive notification within 14 business days from The Steel Horse Rally stating whether or not your application has been accepted.



May 2nd & 3rd, 2025 Fort Smith, Arkansas

[www.TheSteelHorseRally.com](http://www.TheSteelHorseRally.com)

The 2025 SHR Vendor Application - Page 6 - Updated 2/21/25



# Form for Food & Beverage Vendors The Steel Horse Rally 2025

**All potential 2025 Steel Horse Rally Food & Beverage Vendors must complete this form in addition to the entire Vendor Application.** This includes any vendor that will be selling any kind of food or beverage and any vendor selling any kind of food or beverage, vitamin, snack, flavoring packs (spices or drink additives), health supplements, product samples or any kind of product that is ingested by mouth. No free food samples (or free beverages) will be allowed to be given out without being listed on this form and inspected by health official before the event takes place.

Are you on file with the Arkansas Health Department as an approved food vendor in good standing?  
 Yes     No     I am on file with the state of \_\_\_\_\_

Please check all of the following that apply for the 2025 Steel Horse Rally:

- I have a Food Truck                       I have a food trailer or trailers
- Food is being served prepackaged     I am selling hot food     I am selling cold/frozen food items
- We will have beverages on menu that we pour/make     We will offer bottled/canned beverages
- We want to offer free samples     We want to offer samples for a fee/donation
- Menu Items Include:  Breakfast items     Lunch/Dinner Items     Snack Items     Dessert Items

**Potable Water:** Potable water will be available for a small fee (see page 2) for food vendors in some areas during Friday and Saturday of the Steel Horse Rally. However, vendors may not stay hooked up to the potable water source. Potable water can be obtained from a 400-gallon trailer on site (before and after business hours). **You are responsible for providing your own hoses and buckets and transporting the water to your vendor area.**

**Menu Items:**

Please provide a list of all menu items and prices. You will only be allowed to sell the items that are on this list at these prices. (Attach or e-mail multiple pages if necessary if necessary). Please be as specific possible (for example, Baked potato \$5; Baked Potato topped with cheese and bacon bits \$6). Please include how they will be served (on a plate with fries, wrapped in paper, etc.). All menu and price information will be kept confidential. This is for the charity's use only so we can ensure that no more than a few vendors are offering similar items and we can offer event-goers a variety of unique menu items. The Steel Horse Rally Inc. welcomes a variety of vendors but does limit the number of food vendors and the number vendors selling similar items. All menu items must be approved by the Steel Horse Rally before the Steel Horse Rally.

**Posting Menu Items & Prices:**

The Steel Horse Rally Inc. asks that you post your menu items in English and prices in U.S. Dollars so that event-goers can easily see them. Please make sure that all signs fit within your vendor space. You may not use the charity's name or the name of any sponsors, businesses, or other entities or individuals without the prior consent.

**Food Vendor Inspection Policy Agreement:**

I, (print name) \_\_\_\_\_ understand that my vendor area will be inspected by the Health Department and local safety inspectors to make sure that it meets all standards. I understand that if the standards are not met and maintained during the rally, I will be asked to leave and will not be allowed to sell or give away any items and will forfeit any fees paid to the Steel Horse Rally Inc. I understand that any safety violation or any violation of the Code of Conduct is grounds for immediate removal from the vendor area and no fees will be returned. The Steel Horse Rally Inc. and any of its sponsors, volunteers, vendors, supporters or contributors will not be held responsible for any injury or damages of any kind. I also agree to comply with all Steel Horse Rally Inc. rules and regulations including how items are displayed, what items can be displayed and keeping within the space that is allowed. I understand that the designated walkways cannot be obstructed and that no items can be placed on or against walls, landscaping, doors, trees, fences or lampposts. I understand that all menu items, samples and booth layout must be submitted and approved by the Steel Horse Rally Inc. before being accepted as a vendor for the event.

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

Company Name \_\_\_\_\_ # of Years in Operation \_\_\_\_\_



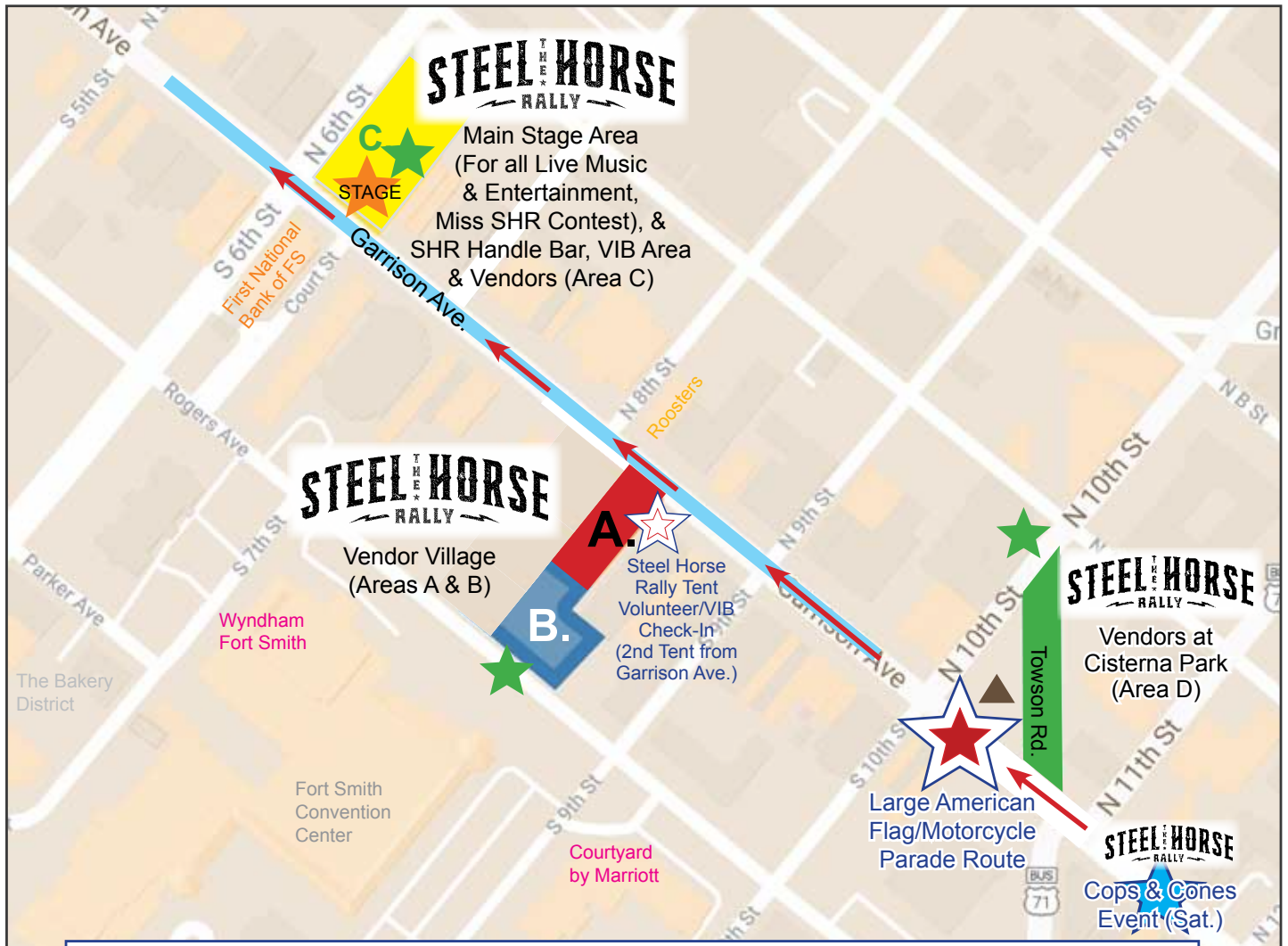
# The 2025 Steel Horse Rally

May 2<sup>nd</sup> & 3<sup>rd</sup>, 2025, Fort Smith, AR

(479) 414-3775 info@TheSteelHorseRally.com

www.TheSteelHorseRally.com

Vendors at the 2025 Steel Horse Rally are located close to all of the main rally events that center around Garrison Avenue, one of the widest historic downtown streets in the USA. The Steel Horse Rally Thunder Through the Valley Motorcycle Parade features thousands of bikes and rides beneath a huge American flag on Garrison Ave. on Saturday. Motorcycles are allowed to park in the middle and along the sides of Garrison Ave., just steps away from the vendor areas. The Steel Horse Rally had an estimated attendance of more than 200,000 people.



**STEEL HORSE RALLY 2025 Steel Horse Rally Map Legend:**

<p><b>A.</b> A. Vendor Village - Area A (closest to Garrison Ave. where motorcycles park in middle of street)</p>	<p><b>C.</b> C. Vendors near SHR Main Stage at First National Bank Lot (Parking Lot at 601 Garrison Ave.) where the Steel Horse Rally Handle Bar, and Very Important Biker Area are located</p>	<p><b>D.</b> D. Vendors at Cisterna Park (Towson Road at 1100 block of Garrison Ave.)</p>
<p><b>B.</b> B. Vendor Village - Area B (closest to Rogers Ave. across the street from the two closest SHR Lodging Partners)</p>	<p>★ Steel Horse Rally Main Stage for all Live Music, Entertainment, Award Presentations &amp; Miss Steel Horse Rally Contest</p>	<p>▲ Statue of General William Darby who established the US Army Rangers on a Motorcycle</p>
<p>★ Steel Horse Rally Volunteer Check-In, VIB (Very Important Biker) Check-In, Info Booth &amp; Steel Horse Rally Pins, Hats, Patches &amp; More (2nd Tent From Garrison Ave. by the brick wall; 800 Block of Garrison Ave.)</p>	<p>— Motorcycle Parking in the Middle of Garrison Avenue during the Steel Horse Rally</p>	<p>★ Large American Flag on Display during SHR Parade (Highly photographed spot)</p>
	<p>➔ Official 2025 Steel Horse Rally Motorcycle Parade Route</p>	<p>★ Cops &amp; Cones Motorcycle Exhibition on Garrison Ave. 10AM Saturday</p>



## **Vendor Village - Area A (closest to Garrison Ave.) 800 block of Garrison Ave.**

Vendor Village Area A is closest to Garrison Avenue. Garrison Ave. is open to motorcycle traffic only during the rally. The SHR Thunder through the Valley Parade rides by and ends here and motorcycle parking is available in the middle of the street during the event. Vendor Village is the location of the SHR Very Important Biker Check-In & Official SHR Charity Tent, and is a live media broadcast location.



## **Vendor Village - Area B (closest to Rogers Ave.) 800 block of Garrison Ave.**

Vendor Village Area B is closest to Rogers Avenue, one of the main streets in Fort Smith connecting to the Interstate. It is closest to several SHR Official Lodging Partner locations, the Convention Center, Parking areas, and the nearby Bakery District. Vendor Village Area B offers easy access to Rogers Avenue for motorcycles that are being serviced.



## **Area C - Vendors at SHR Main Stage/Entertainment Area in First National Bank Lot (FNB Parking Lot at 601 Garrison Ave.) (paved lot, pedestrians only)**

Vendor Area C, (First National Bank lot) contains the Steel Horse Rally Main Entertainment Stage featuring live music & entertainment, the Steel Horse Rally Handle Bar and Very Important Biker Area & private bar. It is adjacent to Garrison Ave., the street that is open to motorcycle traffic only, where the SHR Thunder through the Valley Parade ends, and motorcycle parking is located in the middle of the street during the Steel Horse Rally.



## **Area D: Vendors at Cisterna Park (General Darby Statue) (1100 block of Garrison Ave.; Towson Rd.) (paved street closed to traffic, pedestrians only)**

Vendor Area D is located on the paved street next to Cisterna Park which touches Garrison Ave. and features a statue of Gen. William Darby on a motorcycle. This area is a highly visible/photographed location, next to the large American flag displayed during the Thunder through the Valley Motorcycle Parade. Thousands of motorcycles ride underneath the flag on Saturday of the rally and this area is also closest to the fastest-growing SHR event, the Cops & Cones Motorcycle Exhibition on Saturday of the rally.

