

# 2011 Big Nasty Hillclimb

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Dear Big Nasty Food Vendors,

It's time to start getting revved up for the wildest show around, The Big Nasty Hillclimb. If you are receiving this letter, either you did a good job with us last year, or you are applying to get in.

The Big Nasty is going into its ninth year and should pull over 13,000 people in 2011. We had an honest 12,000-plus spectators in 2010, even with a horrid economy, and the perfect, 80F temperatures really fired people up to attend the next Big Nasty. Our date for 2011 is **September 16-18** and we should be greeted again with perfect, 70-80F weather. This also puts us out and away from all of the numerous county and state fairs that go on in July and August. We believe that The Big Nasty will continue to grow steadily and should be pulling 25,000-plus in another couple of years.

**If you wish to attend again, it is critical and required that you complete the attached form and send it back to us by July 1, 2011.** The splits this year will again be **80/20 on food, 75/25 on beer and 60/40 on water and pop (these are before-tax gross numbers)**, and you will buy your Pepsi brand soda and Mt. Olympus bottled water from us. You will need to provide your own electricity once again.

We will continue to improve on our efforts restrict people from carrying in coolers into the spectator area. Things have improved each year and will be better than ever this year. Coolers will continue to be okay in the tailgate area, but not in the spectator area where you all will be. We are determined to keep the number of food vendors to a pretty low number of less than a dozen, and we are going to protect categories. As some of you know, I used to oversee the food booths at the Western Idaho Fair and with 77 food vendors, it was hard for anyone to make any money. We would rather have 10-12 of you making money than 30 of you not making anything, but keep in mind, in order for the food portion of this event to work with 10-12 booths, we need you all to be ready to crank it up and 20-25 minute waits for food are not acceptable. We will expect those who struggled to keep up last year, to be geared and up and ready to speed up this year.

If you have not sold food at the Big Nasty before, we cannot guarantee you a spot, but we will certainly try to get you in. The next letter that you get from us will confirm if you are in (and if you were with us last year, you will get in if you wish). It will be critical for everyone to attend our pre-event food vendor meeting and also meet with the health inspector. You will get more information and a date, time and location for the meeting, when we send back your confirmation letter in about a month.

Ron Dillon  
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