



VENDOR APPLICATION & PARTICIPATION PACKET

Sunday, December 13, 2026 • Grand Pavilion at Saddlebrook Resort • Wesley Chapel, Florida

QUICK ANSWER

Applications are open. There is no fee to apply. This is a curated marketplace, not first-come, first-served. Apply first. Approved applicants receive final category details, participation requirements, space information and payment instructions before any payment is due.

Festival snapshot

- Event: 1st Annual Coquito y Pasteles Festival™
- Date: Sunday, December 13, 2026
- Venue: Grand Pavilion at Saddlebrook Resort, Wesley Chapel, Florida
- Producer: Maloof Entertainment LLC
- Marketplace: Curated by category, festival fit, quality and operational readiness
- Final public hours, vendor load-in, breakdown and parking instructions will be confirmed before event day.

Who should apply

We are building a marketplace that feels naturally connected to Puerto Rican Christmas. We are looking for food, products, gifts, crafts, services and community organizations that strengthen the guest experience and make sense inside the festival.

You do not have to be Puerto Rican to apply. Selection is based on the business, products or menu being offered, presentation, category balance and operational fit. It is not based on race, ethnicity, national origin or other protected characteristics.

- Pasteles and Puerto Rican food
- Relevant Latin prepared food
- Food trucks and trailers
- Desserts, bakery and sweets
- Coquito and holiday beverages
- Coffee and specialty non-alcoholic beverages
- Puerto Rican artisan goods and cultural or holiday gifts
- Apparel, jewelry and accessories
- Beauty, home and fragrance
- Professional or local business activations
- Verified cultural and 501(c)(3) organizations

FESTIVAL FIT, NOT ETHNICITY

A strong application clearly shows how the product, menu, craft, service or activation fits the festival. The review is about what you are bringing to the event and how well it supports the guest experience.

Current working vendor fees

These are the current planning fees by category. They are not final until your application is approved. No payment is due with the application. If a fee changes before approval, you will see the final fee before you accept the space or pay.

Category	Current working fee
Pasteles Specialists	\$400
Puerto Rican / Latin Prepared Food	\$500
Food Trucks / Trailers	\$650
Desserts / Bakery / Sweets	\$375
Coquito / Holiday Beverage	\$400
Coffee / Specialty Non-Alcoholic Beverage	\$375
Puerto Rican Artisan / Cultural / Holiday Gifts	\$250
Apparel / Jewelry / Accessories	\$300
Beauty / Home / Fragrance	\$300
Professional / Local Business	\$500
Cultural / Verified 501(c)(3)	\$150

Alcohol, approval and application details

Alcohol and coquito

Alcohol is part of the festival's operating plan. Maloof Entertainment and Saddlebrook are currently finalizing exactly how alcoholic beverages, including alcoholic coquito, may be sold, served and by whom. Vendors may indicate interest in offering alcoholic or non-alcoholic coquito or other beverages in the application.

IMPORTANT

Do not assume permission to sell or serve alcohol based on an application alone. Final alcohol permissions, service methods, licensing requirements and approved sellers will be communicated before any alcohol-related vendor approval or payment.

How the approval process works

- 1. Application: Submit the online vendor application. There is no application fee.
- 2. Review: Production reviews your category, products or menu, presentation and operating needs.
- 3. Category approval: If the application fits the marketplace, you receive approval for the category and products that may be offered.
- 4. Space assignment: Production assigns the footprint and location based on event flow, safety, power, food operations and category balance.
- 5. Payment: Only approved vendors receive final payment instructions. Payment secures the assigned vendor space.

What we need from you

- Legal business name and DBA or public-facing business name
- Primary contact, mobile phone and email
- Website and social media, if available
- Business city and state
- Requested category and footprint
- Detailed products or menu you want approved
- Typical consumer price range
- Whether food will be prepared onsite
- Propane, open flame or hot-holding needs
- Electrical requirements
- Insurance status
- Applicable permits or licenses
- Vehicle or trailer dimensions, if applicable
- Booth, product or setup photos
- Any additional production needs

Participation expectations and next steps

Operational expectations

- Sell only the products, menu items and category approved for your participation.
- Keep your booth clean, staffed and professional throughout the event.
- Bring the equipment, displays, payment processing and supplies needed for your operation unless production confirms otherwise in writing.
- Follow all venue, fire, health, food-safety, licensing and insurance requirements that apply to your operation.
- Disclose power, propane, flame, hot-holding, trailer and food-preparation needs in advance. Approval of an application does not automatically approve special equipment.
- Vendors retain their own revenue from approved sales. The participation fee secures festival space and does not purchase a sales guarantee.
- Booth placement is determined by production requirements. No specific or "best" location is guaranteed.
- Attendance and individual vendor sales are not guaranteed.

Still being finalized

Final public festival hours, vendor load-in and breakdown windows, parking and arrival instructions, alcohol service structure, cancellation and refund terms, and certain venue-specific operating details are still being finalized. Approved vendors will receive the applicable details before event day, and any term that affects payment will be provided before payment is due.

Ready to apply?

Use the vendor application on the official festival website. Apply once per business. If you offer products that span multiple categories, describe them clearly in the same application instead of submitting duplicate applications.

WHAT HAPPENS AFTER YOU APPLY

Maloof Entertainment reviews your application. Submission does not guarantee acceptance or reserve a space. Approved applicants receive next steps, final category details and payment instructions. If clarification is needed, we will contact you using the information in your application.

Questions

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