



**THANK YOU** for your interest in participating as a Food Vendor at our 2026 California Rodeo events. We are very excited about our upcoming shows!

**Completing and submitting this application does not guarantee that you will be approved as a vendor for the California Rodeo Salinas events.**

**Event Dates:**

Monster Trucks – June 14, 2026

- **Monster Trucks** is a one-day event and has an average attendance of 14,000 spectators.

Xtreme Bulls – July 15, 2026

- **Xtreme Bulls** is a one-day evening event and has an average attendance of 10,000 spectators.

California Rodeo Salinas (Rodeo) – July 16-17-18-19, 2026

- **Rodeo** is a four-day event, beginning the day after Xtreme Bulls, with evening shows on both Thursday and Friday and afternoon shows on Saturday and Sunday. Combined attendance for these shows is an average of 60,000 spectators.

**\*\*Xtreme Bulls and Rodeo are back-to-back events, if you are selected as a vendor, you must work all 5 days\*\***

- **Upon approval**, Concessionaire shall provide all required licenses and permits required by law and those required by the California State Department of Public Health and the Monterey County Health Department. To apply for a **Monterey County Health Dept Temporary Food Facility permit**: <https://www.co.monterey.ca.us/home/showpublisheddocument?id=24906>
- **Upon approval**, Concessionaire shall provide a Certificate of Insurance with Additional Insured Endorsement that meets all requirements of California Rodeo, Inc. or purchase event insurance through California Rodeo, Inc.
- **Upon approval, if applicable**, Concessionaire shall provide a copy of your valid California Seller's Permit. To register for a California Seller's Permit, please refer to <https://www.cdtfa.ca.gov/services/permits-licenses.htm>
- **Upon Approval**, Concessionaire's signed contract, Insurance Certificate with Additional Insured Endorsement, Seller's Permit (if applicable), and full payment will be due no later than one month prior to each event, no exceptions. If the signed contract, Insurance Certificate with Additional Insured Endorsement, Seller's Permit (if applicable) and full payment are not submitted on time, your vendor spot will be given to the next available vendor.

*Inclusion of these website links is for convenience only and does not in any way imply or guarantee that the City of Salinas, Monterey County, or State of California will issue licenses or permits applied for by Vendor.*

Please provide **ALL** requested information; any incomplete application will not be considered.

**Rates to be determined – Determined by booth size and needs.**

Upon receipt of your application, we will review all provided information (the more info, the better!) **You will only be contacted by Show Management if and when your application is selected.** Unfortunately, we cannot call every applicant who is not approved, you will be placed on a waiting list for available space. You must re-apply each year to be considered.

Food vendor fees are determined on an individual basis depending on the food items to be sold and the vendor requirements for the space size, location and facilities. If your application is approved, you will be notified of all fees and charges that apply to you.

California Rodeo shall have the exclusive right to cancel the event at any time up to the date of the event if the event is materially impacted as a result of COVID-19 restrictions in any way, or for any reason whatsoever.

We thank you for your interest in becoming a vendor! If you have questions, please don't hesitate to contact us.

**Mail to:** Concessions Director, California Rodeo, Inc., PO Box 1648 Salinas, CA 93902

**Phone:** (831) 775-3100 **Email:** [vendors@carodeo.com](mailto:vendors@carodeo.com)



2026 CALIFORNIA RODEO SALINAS APPLICATION FOR FOOD BOOTH SPACE

Completing and Submitting this application does not in any way reserve or guarantee booth space

Please check the event(s) you are interested in: (NOTE: TIMES APPROXIMATE and are subject to change)

\_\_\_\_\_ Monster Trucks – June 14, 2026

\_\_\_\_\_ Xtreme Bulls & California Rodeo Salinas – July 15 & July 16-17-18-19, 2026

**\*\*Xtreme Bulls and Rodeo are back-to-back events, if you are selected as a vendor, you must work all 5 days\*\***

**\*\*Rates to be determined – Determined by booth location, size and needs.**

**Monster Trucks:**

Sunday June 14 2pm-5pm (Afternoon Performance)

**Xtreme Bulls & Rodeo:**

Wednesday July 15 5pm-10pm (Evening Performance)

Thursday July 16 4pm-11pm (Evening Performance)

Friday July 17 4pm-11pm (Evening Performance)

Saturday July 18 10am-6pm (Afternoon Performance)

Sunday July 19 10am-6pm (Afternoon Performance)

**PLEASE COMPLETE & PRINT LEGIBLY OR YOUR APPLICATION WILL NOT BE CONSIDERED:**

Company name: \_\_\_\_\_

Booth name if different from Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

#1 Phone: ( ) \_\_\_\_\_ Email: \_\_\_\_\_  
(List email only if you actually use it!)

Mailing address: \_\_\_\_\_

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

**INCLUDE THE FOLLOWING INFORMATION OR YOUR APPLICATION WILL Not BE CONSIDERED:**

**\*\*Please note that the California Rodeo Salinas events are a retail show; items must be sold at retail prices, not wholesale.**

• **Attach a complete list (menu) of items to be sold, including prices.** Show Management may eliminate or limit some of the items listed to allow for a wide variety of food and avoid duplication. Once contract is assigned, Concessionaire may not display or sell any additional items, unless authorized by Show Management.

• **Attach photos of booth (Per Salinas Fire Marshal; ALL tents and canopies shall have a visible fire rating tag)**

• **Attach photos of food so that we may see your presentation**

• **Electrical needs:** \_\_\_\_\_  
(Indoor Vendors - Lighting must be LED or Fluorescent bulbs/lamps only)

• **Fuel Type Used for Cooking:** \_\_\_\_\_

• **Booth size:** 10x10 \_\_\_\_\_ 10x20 \_\_\_\_\_ 10x30 \_\_\_\_\_ Other \_\_\_\_\_

• **Truck/Trailer size:** \_\_\_\_\_  
(From pull point on tongue to back end of trailer)