

ROCK *the* **GREEN**
welcomes
BEN HARPER
& THE INNOCENT CRIMINALS



Farm to Fork Food Vendor Deck
SEPT. 9TH AT REED STREET YARDS

Rock the Green – a 501(c)(3) nonprofit organization

Our Mission

Educate, engage and **empower** the community to take eco-actionable steps to live, work and play by showcasing environmental education via **sustainability innovators** and **best practices**.

Our Actions

Create & produce events that utilize innovative **zero waste** (ZW) production techniques that result in a feather light eco-footprint. **RTG embraces all shades of green from light to dark...**the occasional recycler to a tenured environmentalist, because collectively, every small step adds up to huge impact.

4th Rock the Green Sustainability Festival – September 9, 2017

7th Annual Earth Day Celebration – April 22, 2018



Dan Reynolds of Imagine Dragons at RTG

Local Cuisine

The reinvention of festival fare!
A variety of restaurants and food vendors provide sustainable and healthy food options from farm to fork. Eco-stories are told at the point of sale.



Attendees enjoyed fresh food choices and locally grown ingredients from vendors in 2016 from:

1. Screaming Tuna
2. Buddha Lounge
3. Urban Kettle
4. Classy Girl Cupcakes
5. Dr. Dawg
6. Pete's Pops
7. Corn Bus
8. Jamaican Kitchen
9. Bel Air Cantina

RTG Foodie Friday Website Feature

Each Friday leading up to Rock the Green, we feature a different farm to fork recipe or eco-story from a spotlighted food vendor. Social Media shout outs announced each recipe and vendor as well as inclusion in the RTG 'Backstage Pass' e-newsletter and RTG Sound Board Blog.



FOODIE FRIDAY: GLASSY GIRL CUPCAKES

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Posted on [August 31, 2012](#) by [rtgadmin](#)

Rock the Green Foodie Friday features a recipe from local chefs and highlights the use of locally available ingredients.



FARM TO FORK PARTNER BENEFITS

Rights

- Right to use festival name & logo in approved promotions

Promotion

Press Release

- Included in a Farm to Fork specific press release that is issued to 500+ media outlets

Online

- Logo inclusion and a hyperlink to your website from www.rockthegreen.com
- FtoF Partner may provide a recipe to showcase on RTG's Sound Board Blog, a weekly feature leading up to the festival, 'Foodie Friday'. This is first come first served & is a limited opportunity.
- Social Media inclusions via RTG's Facebook page and Twitter

Staging

- 1-10'x10' or 10'x20' space (for your own tent, or available for rent) or space for a Food Truck and an 8' table provided by RTG
- Electricity available, see fees
- **Compostables: RTG to provide AT NO COST compostable napkins, plates & utensils**
- Passes: 8 worker passes & 1 parking pass
- Sales: Vendor to retain **ALL** revenues
- RTG to provide logo on Farm to Fork banner tower



FARM TO FORK PARTNER RESPONSIBILITIES

Permits

- Secure necessary health permits

Staffing

- Provide appropriate number of staff for vending

Agreements

- Agree not to sell any beer, wine, water or other beverages
- Agree to RTG Greening Clause in Festival Agreement
- Educate community on local/organic sourcing practices - "farm to fork" miles for food
- Shall use as many local and sustainable ingredients as possible – each menu item to feature an ingredient that is humanely, organically, sustainably or locally produced or raised.
- Due to near-zero waste efforts, vendors cannot distribute coupons, gift certificates, flyers, magazines, recipes or premium giveaways on-site. We suggest using QR codes.
- Avoid: highly processed or deep-fried food, non-local seafood/fish, artificial sweeteners and dyes.
- Recommended: Vegetarian & vegan options, made-from-scratch food, locally-sourced & organic ingredients, finger foods or foods that do not require cutlery

Staging and Cleaning

- Staff for all necessary set up and breakdown of vendor area

Promotion

- FtT Partner to provide a minimum of 5 social media mentions about their participation in RTG
- FtF Partner to include RTG Logo and hyperlink on their website
- FtF Partner to display RTG posters/flyers at retail location/s, if applicable



FARM TO FORK VENDOR FEES

January 1, 2017-July 31, 2017

August 1-15, 2017 Fees go up 20%

Vendor Type	Booth Space	Registration July 1-July 15	Booth Includes
Food Vendor: Non-profit	10x10	\$250	1 Table, 0 Chairs
Food Vendor	10x10	\$400	1 Table, 0 Chairs
Food Vendor: Non-profit	10x20	\$450	2 Tables, 0 Chairs
Food Vendor	10x20	\$700	2 Tables, 0 Chairs
Food Truck	N/A	\$700	1 Table, 0 Chairs

For more information
please contact:
Eli Modhal
eli@rockthegreen.com

Add Ons	
8' Table	\$20
Chair	\$5
Electricity	\$185(1) 20 amp \$240(2) 20 amp \$295(3) 20 amp
10x10 Tent professionally installed	\$160
10x20 Tent professionally installed	\$300



The Sustainability Festival

ENVIRONMENTAL EDUCATION

Engaging eco-education from sponsors & 20 environmental non-profits

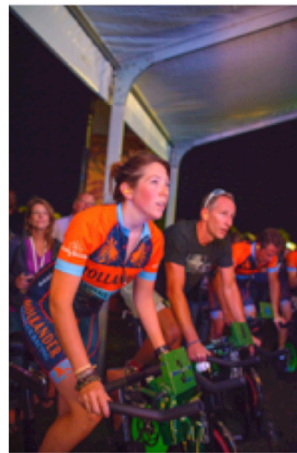
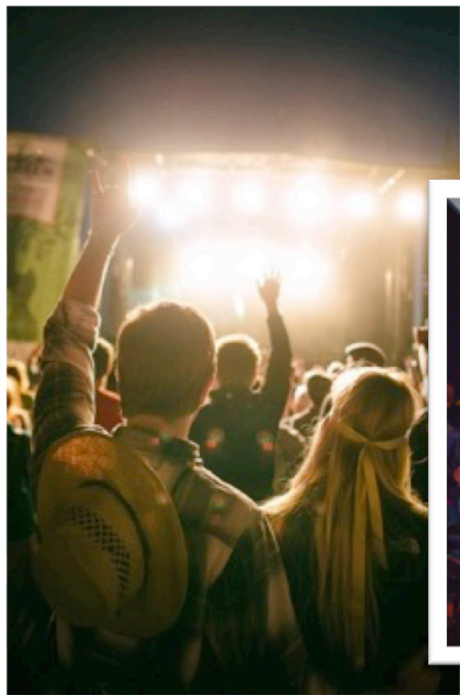
3 STAGES

Main Stage - 6 National bands

Pedal Power Stage – 6 National & Wisconsin Bands powered by competitive cycling teams

Eco-Kids & Community Stage - Yoga, beekeeping, environmental education, arts and crafts.

LOCAL & ORGANIC FARM TO FORK FARE



Greenest Benchmark



Together, with sponsors and fans, we recycled nearly all the waste produced at the festival

- Each fan produced about **1.5 ounces of waste!** That's a lot less than the average EPA projections of 16 ounces (1 pound) per attendee
- **90+%** of the waste generated at the event was composted or recycled
- **440 pounds** to the landfill – the equivalent of **9 trashcans** - as opposed to the expected 2+ tons per the EPA
- **788 pounds** of compostable waste, **1,686 pounds** food waste and **482 pounds** of recyclables were diverted from landfill using a coded labeling system from Groot, Milwaukee Metropolitan Sewerage District and Compost Crusader

2016 Successes

- **Winner of FestForums' 'Convergence Award'** Combining Music, Sustainability, Food & Film
- **Relocated** the Festival to a new venue, **Reed Street Yards** which received outstanding feedback from Festival goers and sponsors
- Rock the Green was brought to life with **100% volunteer efforts** – more than 200 volunteers
- **Successfully introduced a third stage, Eco-Kids Stage, powered by solar** to enhance the on-site eco-education for kids and families
- Added **Eco-Champs** area which featured **18 local environmental non-profits** providing eco-education
- Zero waste benchmark **exceeded previous results** and topped other long-standing national environmentally-conscious events in the US
- Brand came to life in the market, **reaching hundreds of thousands** in the region through robust paid, earned and owned media plans
- Rock the Green was supported by more than **60 local and national businesses**



Demographics

Gender

56% female
44% male

Age

64% 18-34

College Degree

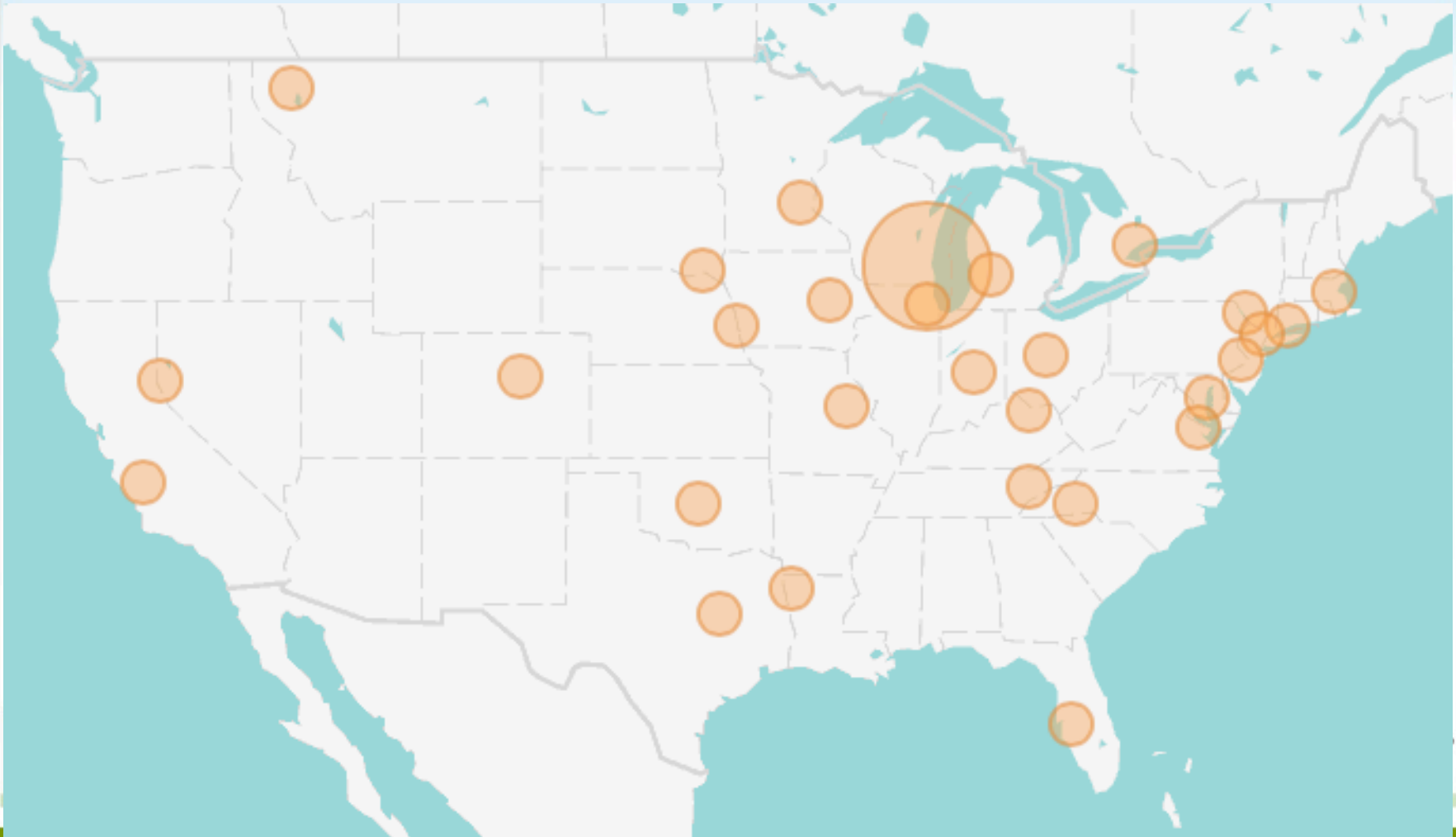
80%



Stephen Bloch

Attendee Geography

Ticket Buyers from **32** States



Festival Venue – Reed Street Yards

- **Global Water Center** overlooks venue on Freshwater Way
- **LEED Platinum** pre-certified & one of Wisconsin's first Eco-Industrial Parks
- In the heart of the community with **Milwaukee cityscape backdrop**
- Cutting Edge **Water Technology Demonstration Plaza**
- Beautiful urban waterfront environment with links to **Hank Aaron State Trail**



Past Performers

FITZ AND THE TANTRUMS **IMAGINE DRAGONS**

LORD HURON

THIRD EYE BLIND

THE FRAY



ROBERT DELONG

ATLAS
GENIUS

BEST COAST



METRIC

THAO & THE GET DOWN STAY DOWN

Michelle Branch

switchfoot

parachute



Trapper Schoepp
Morning Parade
Fever Marlene
I'm Not A Pilot
Ikarus Down
Crooked Keys

Evan Christian
New Age Narcissism
Foreign Goods
No/No
Eagle Trace
Great Lake Drifters



2016 Festival Recap Video



<http://www.rockthegreen.com/the-festival>