

BOSTON

# PIZZA

FESTIVAL

VENDOR OPPORTUNITIES

SEPTEMBER 19-20, 2026



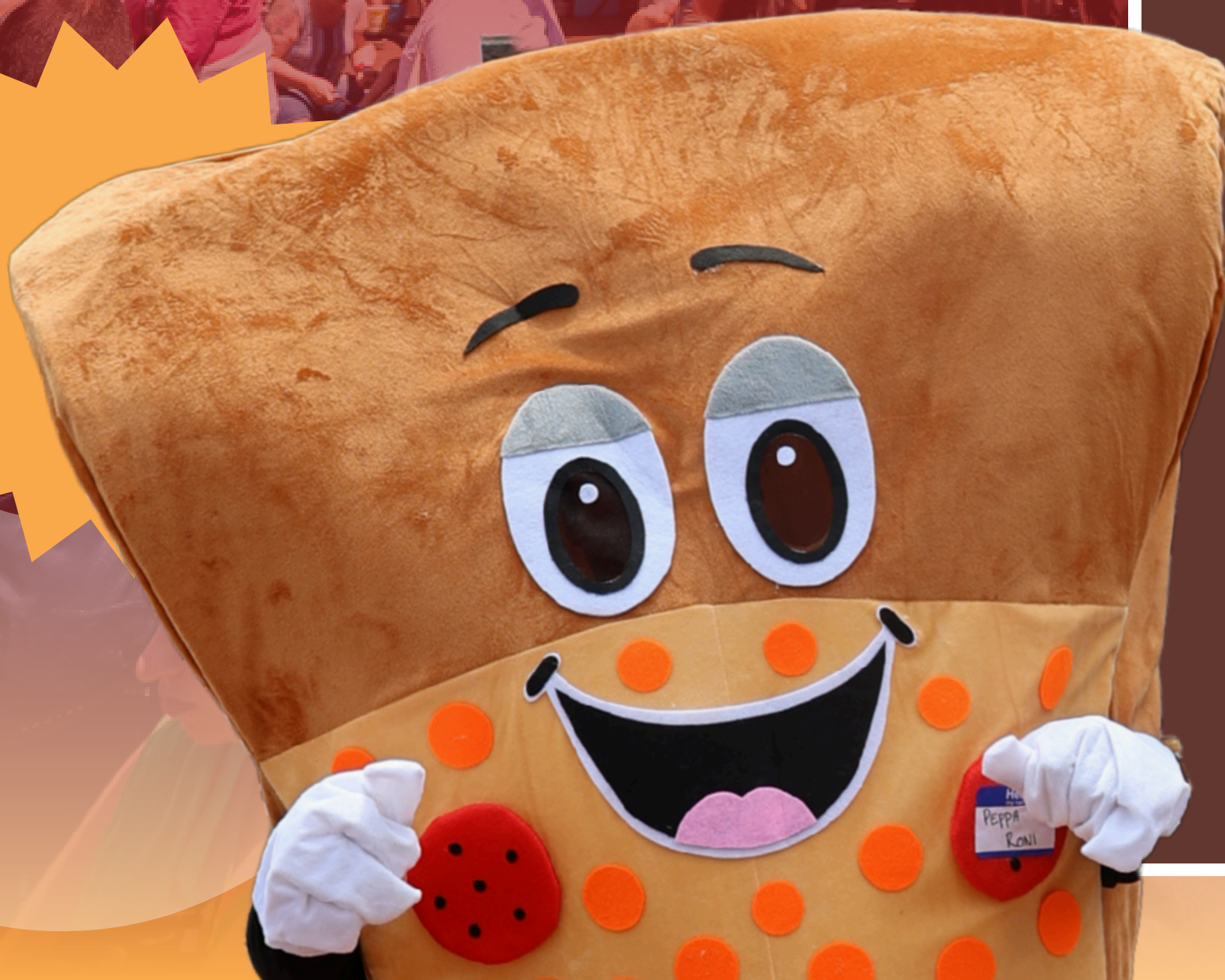
# ABOUT THE EVENT



We create a one-of-a-kind, two-day outdoor experience featuring live music, entertainment, exhibitions, demonstrations, giveaways, treats, and of course - Pizza!

Inspired by the outdoor piazzas of Napoli, our pizza festival transports guests from their local streets to a mouth-watering, authentically Italian destination without the cost of airfare. With dozens of pizzerias, both locally sourced and featuring participation from Italian partners, all pizzas are made fresh to order in beautiful, custom-crafted ovens. This year, we are proud to have Fiero Group as our official oven sponsor, with every pizza vendor using their stunning, custom-built pizza ovens to deliver the freshest, best-tasting pizza each city has to offer.

Now in its sixth year, the Boston Pizza Festival is back, attracting over 20,000 attendees annually. Our events aim to connect communities through camaraderie, great food, and libations, bringing together families and friends to share in an unparalleled pizza-eating experience. We strive to create streamlined, enjoyable guest experiences that surprise, entice, and leave people excited to return year after year.



# 2026 EVENT PLANS

In 2025 we have plans to continue the success of the pizza festival and deliver the best quality event to our attendees.

## BOSTON PIZZA FESTIVAL

Dates: September 19-20 , 2026

Location: Boston City Hall Plaza Boston, MA

Expected Attendance: 20,000

### ABOUT THE VENUE:

City Hall Plaza in downtown Boston is a spacious, easy-to-reach venue for big events. Its open design makes it perfect for festivals, concerts, and community gatherings

**SEPTEMBER 19 11:00 AM-6:00 PM**  
**SEPTEMBER 20 11:00 AM - 6:00 PM**

# CUSTOMER DEMOGRAPHICS

### AGE DEMOGRAPHICS:

- 13 to 17 - 4%
- 18 to 24 - 9%
- 25 to 34 - 40%
- 35 to 44 - 30%
- 45 to 54 - 13%
- 55 to 64 - 4%

### LOCATION:

- New Hampshire - 14%
- Massachusetts - 67%
- Maine - 6%
- Rhode Island - 13%

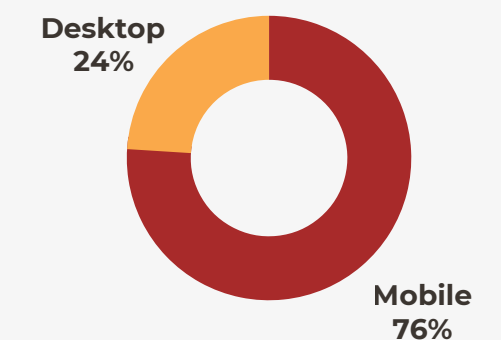
### GENDER:

- Women - 66%
- Men - 34%

### MEDIA IMPRESSIONS

#### Boston Pizza Festival Total Impressions:

TV, Print & Online	243,793,012
Social Media	5,320,000
Total Overall Impressions	249,113,012



# PIZZA VENDOR

## ADVERTISING

- Inclusion in our pre-event marketing campaign
- 1 Social media post before event
- Included in program books, posters and flyers
- Showcasing your pizzeria in front of thousands of attendees

## DAY OF EVENT

- 10x10 Activation Footprint
- Fiero Forni Oven - Gas or Wood Options (if applicable)
- Opportunity for branded giveaways
- Opportunity to sell products. Example: T-shirts, gear, prepackaged food (restrictions apply)

# WHAT'S INCLUDED

## WE PROVIDE

- 10x10 Tent with signage
- One Fiero Forni Oven (propane/wood not included) or bring your own oven!
- Products from sponsors that are optional to use (flour, sauce, cheese)
- Credentials for staff access
- Front facing table

## YOU PROVIDE

- Staff and enough pizza product to not run out
- Decorations and Menu
- Coupons and giveaways for attendees (optional)
- Refrigeration or coolers
- All permits and fire extinguisher
- Tables, trash bins
- Napkins, utensils, plates
- Handwashing station

# WHAT TO EXPECT

As a pizza vendor be prepared to expect massive crowds and hungry attendees. The event will start at 11:00AM and end at 6:00 PM. We expect each pizzeria to be ready minimum one hour before to be prepared for the event.

Pizza vendors will earn a revenue stream thru pre-paid pizza tickets day of the event. Since the event is free and open to the public we will be using a ticket system to generate income for both the festival and for the pizzerias.

Guests will purchase the pizza tickets at one of our multiple ticket stations located throughout the event. Guests will then use these tickets at the Pizzeria stands to order their pizza slices. One ticket equals one slice. For each ticket the pizzeria will receive \$1.75.

With an estimated 20,000 guests expected to attend this free event, it is recommended that each pizzeria have two different types of pizza ready to please the hungry crowd.

The Math:

Each pizzeria on average has the ability to make 300 pizzas per day, 600 pizzas both days (depending on pizza style!)

Multiply the amount of pizza's made by slices per pizza

Multiply those pizza slices X \$1.75

The result is an estimate of what to expect during the weekend.

# WE PROVIDE THE OVEN

## FIERO FORNI

CHOOSE BETWEEN WOOD OR PROPANE



## SPECIFICATIONS

MODEL	BAKING SURFACE	OVEN OPENING	FLOOR HEIGHT	12" PIZZA CAPACITY	DAILY PREHEAT TIME	EXTERNAL WIDTH	EXTERNAL DEPTH	FLUE SIZE	WEIGHT
NAPTRAD 110	43.3"	19" X9.5"	47"	4-5	30min.	60"	62.25"	8"	2,370 lbs

# VENDOR GUIDELINES

- The vendor will adhere to all guidelines presented by the Boston Pizza Festival Organization; failure to comply will result in immediate removal from the festival.
- The food provider can not sell water or soft drinks
- In the event of a failure to appear at the event, no monies will be returned to the pizza vendor. There will be a \$500 charge for any pizza vendor failing to attend after the contract is signed.
- Pizza vendors must not run out of pizza between the hours of 12pm-6pm
- By signing this agreement you adhere to the policy of not running out of pizza between the designated times. If there is a breach of this policy Boston Pizza Festival has the right to charge the vendor a \$500 charge for breach of agreement.
- Vendors must set up all decorations prior to the start of the event
- Vendors must be ready for the event one hour prior to doors opening
- Vendors must break down their area by the end of the night June 23rd 2024. There will be no exceptions.
- Pizzerias must only make the pizzas agreed upon in their contract
- You must ensure that the paved area around your position is clean
- You may SET UP and BREAK DOWN only at your designated time.
- You must accept the location assigned to you by the organization
- You must cooperate with all matters related to your unit's electrical and plumbing connections.
- Vendors shall conduct business only within the confines of their space.
- All applicable electrical, fire, and health department regulations and all city, county, state, and federal laws must be complied with.
- A menu of all items for being served must be present at your stand for all of the attendees to see

## INDEMNIFICATION AGREEMENT

(VENDOR – LEGAL NAME OF BUSINESS ENTITY), its officers, directors, agents, successors, assigns, servants, volunteers, or employees (hereinafter “Vendor”), through the signing of this document, agree to indemnify, hold harmless and defend the BOSTON PIZZA FESTIVAL (hereinafter “BPF”), its officers, directors, successors, assigns, agents, volunteers, and employees from all claims, suits and actions, including attorney’s fees and all costs of litigation and judgment of every name and description brought against the BPF as a result of loss, damage or injury to person or property by reason of any act taken directly or indirectly, by default or by omission, in connection with which permission is given to participate in the Boston Pizza Festival. Vendor and APF hereby irrevocably agree that, in the event of any claim, suit, action, or dispute arising hereunder, the forum of Suffolk County, Massachusetts, and the jurisdiction and laws of the Commonwealth of Massachusetts.

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**PRINT NAME TITLE**

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**SIGNATURE | DATE**

# VENDOR RESPONSIBILITIES

- The food provider is responsible for the proper handling and care of all food.
- The food provider will provide food as stipulated in his/her agreement.
- All vendors are responsible for bringing all of the following on their own; unless working with our exclusive distributor or list of providers:
  - A. Linen, table decorations, pots, pans, etc.
  - B. All equipment must be labeled with the food provider's name
  - C. Paper plates, napkins, utensils
- The food provider may bring "giveaways" for the guests such as menus, discount coupons, etc.
- Vendor may also sell retail products specific to their restaurant. For example t-shirts, gear, and pre-packaged items excluding, flour, tomato sauce, and mozzarella.
  - A. Food products MUST be in their commercial packaging and MUST be sold for home consumption ONLY.
  - B. T-shirts and other merchandise solely pertaining to your business and not using the words BOSTON PIZZA FESTIVAL may also be sold at your stand.
- The food provider, upon signing the agreement, will decide what he/she will serve at the event. The Boston Pizza Festival reserves the right to request another food choice in order to avoid duplication of offerings.
- The food provider is responsible for the removal of all his/her equipment from the venue at the conclusion of the event.
- The food provider is responsible for supplying as many employees as is necessary to serve the guests.
- All vendors must adhere to the vendor guidelines page provided by the Boston Pizza Festival Organization; failure to comply will result in removal from the event
- Your stand will NOT be reserved until the enclosed application full payment and list of menu items to be sold are received and approved by the Boston Pizza Festival.
- Only products with prior approval will be allowed for sale at the festival. Any changes or additions MUST be approved in advance by the organization. No exceptions are allowed.
- We will email you a notification of acceptance or denial. Acceptance is not implied upon application being received.
- Absolutely NO projectiles, silly string, stink bombs, fireworks/firecrackers or rubber band operated toys shall be sold by any vendor.
- No vendor may break down before 6:00 PM on either day.
- NO PETS except for service animals.
- The Boston Pizza Festival reserves the right to deny applications at our sole and exclusive discretion.

# VENDOR CONTRACT

I/We are pleased to participate in the Boston Pizza Festival as a PIZZA VENDOR.

**Please mark off all of the following:**

10x10 tent **(\$500)**     10x20 tent **(\$1,000)**     Gas or wood (propane tank not included)

**Additional Items:**     Extra Tables **(\$10 each)**     Chairs **(\$2 each)**     Bags of ice **(\$5 each)**     Propane Tank **(\$100)**

**Set up time on September 18, 2026**

9:00AM-12:00PM     12:00PM-3:00PM     3:00PM-6:00PM

We would like to be listed as  
(Please list the name of the company or individual as it should appear in printed materials)

**Contact Information:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_ EIN No. \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Second Contact: \_\_\_\_\_  
Email: \_\_\_\_\_

Describe the pizza being served. What size is your pizza? What kind of oven do you use in your pizzeria currently?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Method of Payment:**

Payments must be made in full before the event. If full payment is not received you will forfeit the right to participate and any monies paid.

Check (payable to Boston Pizza Festivals) Please send completed forms and checks to:

Boston Pizza Festivals: 64 Reservoir Avenue Revere, Ma 02151

# VENDOR CHECKLIST

- CONTRACT SIGNED AND SENT TO BOSTON PIZZA FESTIVAL**
- CONTRACT PAID IN FULL AND PAYABLE TO BOSTON PIZZA FESTIVALS**
- HEALTH PERMIT COMPLETED WITH \$40 CHECK PAYABLE TO THE BOSTON PIZZA FESTIVAL**
- FIRE PERMIT COMPLETED WITH A \$150 CHECK PAYABLE TO THE BOSTON PIZZA FESTIVAL**
- MENU SUBMITTED FOR APPROVAL**
- LOGO SENT TO BOSTONPIZZAFESTIVAL@GMAIL.COM FOR USE ON WEBSITE AND SIGNAGE**