



TRUTH OR CONSEQUENCES, NM
MAY 2-4, 2025
TORCFIESTA.COM

>> **HELP US CELEBRATE OUR DIAMOND ANNIVERSARY AS A FIESTA 2025 VENDOR!** <<

Dear Prospective Fiesta 2025 Vendor:

New York. Istanbul. Truth or Consequences. What do these cities with unique histories and popular with international travelers have in common? All underwent a name change that helped make them famous!

This year, we are celebrating 75 years of **Truth or Consequences Fiesta** on May 2-4, 2025, and we could not be more excited. This diamond anniversary milestone marks the city's landmark decision — spurred by its winning participation in a contest sponsored by the very popular national radio and television game show of the same name — to let go of *Hot Springs* (inspired by the town's health-promoting, mineral-rich geothermal water) and embrace the distinctive new moniker of *Truth or Consequences*. It was a bold choice in 1950 that remains so today! The name immediately made our modest little city stand out on the U.S. and world maps while shaping its fortunes. It also launched an annual, weekend-long party and entertainment tradition that has delighted locals and visitors from afar for generations.

Fiesta has consistently brought joy, strengthened community bonds, created indelible memories and promoted tourism across Sierra County and the state of New Mexico. While enjoying our hot springs resorts, attendees have reveled in our Fiesta Parade, rodeo, diverse music acts, games and many family-friendly activities showcasing the playful and creative spirit of Truth or Consequences. Headline events of Fiesta 2025 will take place, as always, on the first weekend in May — and this year we will be promoting Fiesta, and raising anticipation for our big spring party, weeks and months beforehand.

The primarily volunteer-driven Fiesta 2025 Committee, with support from the **City of Truth or Consequences** and nonprofit organizations including **MainStreet Truth or Consequences, Sierra County (NM) Tourism** and the **Truth or Consequences & Sierra County Chamber of Commerce**, is hard at work on the planning for this year's diamond anniversary celebration. And again, we are welcoming participation from a variety of vendors. Traditionally, Fiesta is advertised locally and in markets within a 12-hour radius, including El Paso, Phoenix, Tucson, Southern Colorado, West Texas and throughout New Mexico. This year — as an event presented by the *only city in America named after a game show*, and with a great story to tell! — we'll also be reaching out to national media outlets. And our vendors will be sharing the spotlight.

Your vending operation will play a vital role in making this major anniversary event the best ever! Please reach out to us if you have any questions about the event or the attached regulations and terms of agreement. We greatly appreciate your interest in participating in Fiesta!

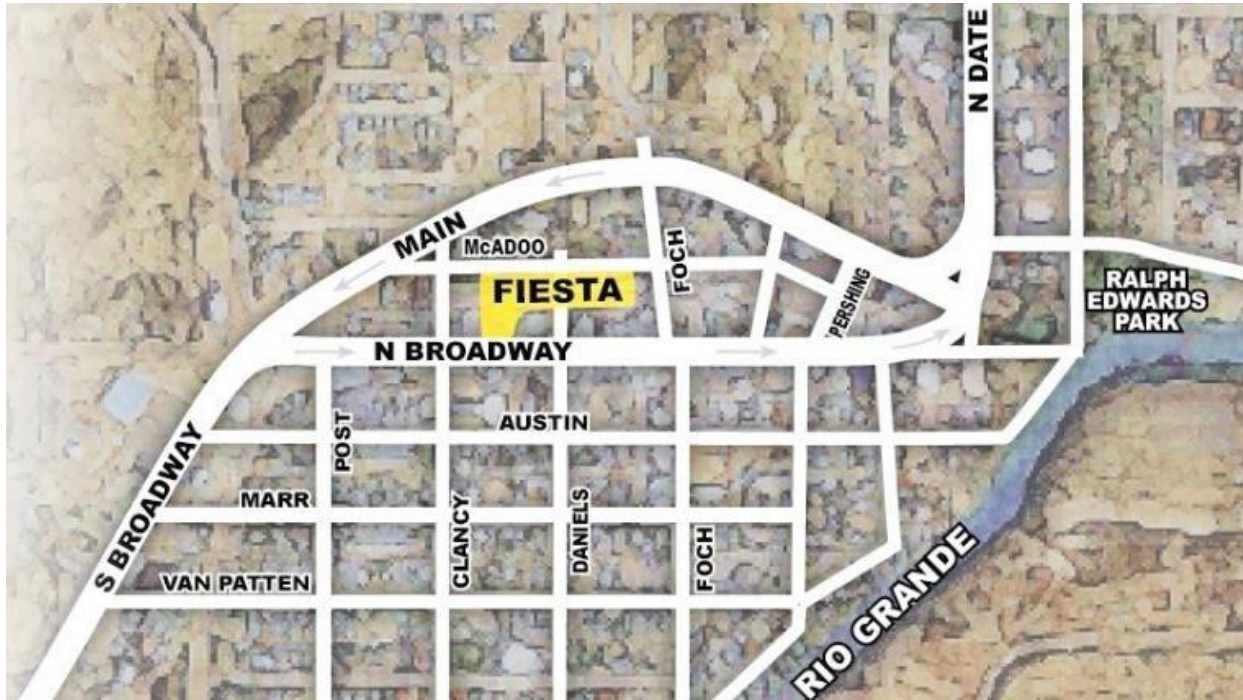
Respectfully Yours,

The Truth or Consequences Fiesta 2025 Committee

TRUTH OR CONSEQUENCES FIESTA 2025 VENDOR INFORMATION, REGULATIONS & TERMS

Vendor Participation Overview

Truth or Consequences Fiesta will be centered in the heart of downtown T or C along Sims and McAdoo streets between Clancy and S. Foch streets, just north of N. Broadway Street, with additional activities taking place just several walkable blocks east in Ralph Edwards Park, bordering the Rio Grande.



Downtown Truth or Consequences, NM

Vendor spaces will be assigned, approved and confirmed by the Vendor Coordinator. Vendors registering early, prior to the **April 19, 2025**, registration and space reservation payment deadline, may express a preference for a general location within the event area, in which case the Vendor Coordinator will make every reasonable attempt to fulfill the request if room is still available. Finalized vendor location map(s) will be available approximately one week prior to the event.

Each basic vendor space is 12 feet by 12 feet in dimension; if a vendor requires more than this allotment, an additional space must be reserved. Vendor fees for 2025, per space, are as follows:

Merchant \$125 / Food Service \$225 / Nonprofit \$45

Spaces with electricity are limited. Vendors requiring electricity, please add \$30 to your payment per space and indicate on the registration form that electricity is needed. Use of a generator may be permitted, with prior approval by the Vendor Coordinator, in some areas where electrical hookups are limited, and it must be in compliance with city noise ordinances.



Truth or Consequences Fiesta Vendor Regulations

- T or C Fiesta is a family-friendly event. We prohibit the sale of illegal drugs; any drug-related paraphernalia; flea market or yard/garage sale-type items; weapons; realistic-looking toy weapons; fireworks; items of a strongly odiferous nature; and any merchandise (including decorated clothing) that is obscene, profane or may be perceived as overtly insensitive to a particular race, gender or orientation.
- Food vendors must meet New Mexico Environment Department Food Safety Bureau regulations for food service and have their certificates publicly displayed, and should expect on-site city/state inspections.
- Vendors will need to provide their own tables, chairs and displays, and they are responsible for their own setup and keeping their spaces and the immediate area around them clean, tidy and litter-free. (Some trash receptacles may be provided by the city.)
- Vendors must provide their own shade canopies, which must be properly anchored with sandbags or otherwise secured in place in order to remain up overnight.
- Only heavy-duty, grounded outdoor electrical cables and extension cords may be used, and they are subject to city/state inspection.
- Subletting or sharing of vendor space is prohibited. Entirety of vendor's setup, display, signage and working space must stay within the space rented.
- Vendors may set up as early as noon on Friday, May 2, 2025. Setup on Saturday, May 3, 2025, may begin as early as 7 a.m. Please note that setting up on Saturday will not be allowed after 9 a.m. in order to accommodate the Fiesta Parade, which starts at 10 a.m. Vendor teardown must be completed by 4 p.m. on Sunday, May 4, 2025.
- Overnight security for the vending area(s) is provided by T or C Fiesta and the Truth or Consequences Police Department.
- Completed vendor registration form and payment in full must be received by the Vendor Coordinator by the April 19, 2025 deadline, or setup will not be allowed. NO RAIN DATES OR REFUNDS.

Additional Terms of Agreement Between T or C Fiesta, Inc., and Vendors

- **INSURANCE & HOLD HARMLESS:** All vendors and exhibitors must have their own liability insurance, and they must be able to provide proof of this insurance upon request. Vendor is solely responsible for all actions and dealings/interactions with the public — and holds T or Fiesta, Inc.; MainStreet Truth or Consequences; the City of Truth or Consequences; and all T or C Fiesta sponsors, representatives and promotional entities harmless from all claims.
- **LEGAL COMPLIANCE/TAXES:** Vendor agrees to comply with all local and state tax laws, licensing, permits and health department regulations. Vendors are solely responsible for payment of all state and local sales tax as a result of any sales made during this event.
- **QUESTIONABLE PRODUCTS:** T or C Fiesta reserves the right to inspect, approve, reject or otherwise control the display, promotion or sale of any product(s). Any items deemed objectionable by T or C Fiesta must be removed from display by the vendor as directed by a T or C Fiesta representative.
- **TERMINATION OF AGREEMENT:** T or C Fiesta, Inc., reserves the right to terminate this agreement at any time, and without prior notice, if the terms of this agreement are not met, city policies are violated, or a shutdown order is received from the State of New Mexico for any reason. In addition, this agreement may be terminated for inappropriate conduct, lewd behavior or the encouraging of lewd behavior, foul or offensive language, nudity, serving or consuming alcoholic beverages in the vending space; drug use, intoxication or other illegal activities; or violation of the terms of this contract, laws or ordinances, fire department regulations or codes, or health department regulations.

