



**SAN RAFAEL'S 3<sup>rd</sup> Annual  
TASTE OF DOWNTOWN  
RESTAURANT/MERCHANT APPLICATION  
WEDNESDAY, SEPTEMBER 21, 2011 ~ Tasting event: 4:00 pm to 8:00 pm**



***WE BRING THE CUSTOMERS TO YOU!***

The San Rafael Business Improvement District and Steven Restivo Event Services, llc, would like to invite you to participate in the 3<sup>rd</sup> Annual *Taste of Downtown San Rafael*, on Wednesday, September 21, 2011. The Tasting event will occur from 4:00pm to 8:00pm and there is a \$20-\$25 fee for attendees.

We are organizing this event to promote the local restaurants, retailers and businesses in San Rafael. The objective of the San Rafael's Taste of Downtown event is to invite food and wine enthusiasts to San Rafael for an evening of gourmet sampling & wine tasting.

**How does the event work?** Attendees can purchase a ticket in advance online or on the day of; \$25 for a regular ticket or \$20 for a group ticket when 10 or more are purchased. They will be given a wine glass, wristband and a program with a map of all participating restaurants/merchants, they can stroll the street, visiting as many locations as they choose. There will also be a free cable car shuttle dropping participants off at the multiple downtown locations.

**Participating restaurants** will offer food samples and their wine distributors may choose to feature some of their wines.

**Participating Merchants** will be a wine tasting station, where we drop wine off at your store and you provide a staff person to pour, or you use one of your own staff to pour, which we recommend. Merchants must also offer hors d'oeuvres to help entice the attendees to stop in for a sample, as we learned last year the food locations were the most popular.

**Can I choose the Winery that pours in my store?** If there is a specific Winery you would like to pour in your business, you can **contact them directly** and have them fill out an application and send it to us, with your store as a location request. The winery applications are available on our website. Winery logos will go on the event website and program.

**How else can my business benefit?** Get more exposure by getting your business name/logo place on the event poster, ads & website for \$150. Or you can sponsor the event wine glasses and get your business name/logo printed on over 500 wine glasses for \$800. Attendees will take your wine glasses home! Wine glass sponsor only offered to 1 merchant/restaurant, first come first served. Also, you can do a raffle in your location. Your raffle can work in many ways; we suggest requesting business cards from the ticket holders throughout the event and draw one at the end. No need to be present to win. This is to help build your customer email/contact list. The raffle is not a requirement, just a suggestion to help build your customer list. The raffle is prize/s need to be provided by you.

Once we receive your application, we will send you a letter or email to let you know your status. Once accepted to the event, we will send you a participant packet with relevant set-up information 10 days prior to the event. Get your neighbors involved! This is a very inexpensive way to promote and market your business. Thank you.

**DEADLINE: SEPTEMBER 1<sup>ST</sup>**

**To participate, please fill out the attached application and fax, email or mail it to:**

Steven Restivo Event Services, LLC

P.O. Box 151017 - San Rafael, CA 94915 ~Ph: 415-456-6455 Fx: 415-456-6436

[www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



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Business Name: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Check box if you would like to receive the status letter and participant packet via email rather than post.

**Suggestions or comments about this event:** \_\_\_\_\_

**Please select your participation:** (check all that apply)

- Restaurant** would like to offer our own **Food & Wine Samples**
- Business** would like to be supplied with **Wine Samples**
  - with our **own staff** pouring the wine provided
  - willing to have a **Wine Rep** pour the wine (not a guarantee)
- We have asked a winery to participate & would like them in our store: \_\_\_\_\_  
*(Winery application is on the event website & they will need to fill it out & send it to us)*
- We would like our **Business Name/logo placed in ads, poster & on event website** = additional \$150
- We will have **Entertainment** to be featured in the program
- We would like to **Sponsor the event wine glasses** & have our company logo on all glasses = \$800
  - 1<sup>st</sup> merchant to apply for this will get their logo on the glasses, don't miss out!
- We will be doing a **Raffle or a Special Discount** to be featured in the program: (optional)

- example: raffle for \$50 gift certificate plus 10% off any purchase
- See other side on how we suggest doing the raffle

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