

# 24<sup>th</sup> Annual Taste of Arlington



The annual **Taste of Arlington** presented by the Ballston Partnership is the largest single day community event in Arlington. The Taste's focus is on showcasing the many excellent restaurants that make Arlington a truly desirable destination for 15,000 area diners. This exciting and well anticipated event transforms the Ballston area into a lively street festival complete with local entertainment, children's activities and over 40 restaurants.

Admission is free but guests must purchase ticket books for restaurant tastes and beverages. A portion of the event proceeds are donated each year to an Arlington organization that provides services to the community. The 2010 Taste benefited the Arlington Community Foundation and the Virginia Hospital Center.

As a participating sponsor, your establishment will benefit from exposure through media campaigns and promotional efforts around the event. Planning has begun for the 24<sup>th</sup> Annual Taste of Arlington, taking place **Sunday, May 15<sup>th</sup>, 2011 from 12-5PM on Wilson Blvd in Ballston.**

## Media Sponsor Opportunities & Benefits

Please keep in mind that the deadline for all media sponsors is **FRIDAY, FEBRUARY 25<sup>th</sup>, 2011**. Due to printing deadline constraints, only sponsors who confirm by February 25<sup>th</sup> will be included in ALL marketing materials. After February 25<sup>th</sup>, other promotional opportunities/alternatives will be available to those who are unable to make the production deadline.

### Media Sponsor - \$20,000

As a top-tier media sponsor of the Taste of Arlington, you will enjoy maximum exposure via publicity that reaches the large and vibrant population of the national capital area, along with the satisfaction of knowing that you have made a substantial difference to the local community. This sponsorship level includes:

- A festival size tent 10' x 20' with skirted tables, chairs located in prominent location
- Company logo listed as "Media Sponsor" on event signage, website, all printed material/electronic communications
- Member of the judging panel that judges the winners for the 2011 Best of the Best Tastes
- 30 complimentary Taste tickets

### Media Partner - \$10,000

- 10'x10' tent with skirted tables, chairs located in prominent location
- Company logo listed as "Media Partner" on event signage, website, all printed collateral/electronic communications
- 15 complimentary Taste tickets





## Additional Information

### Transportation

The event is accessible by Metro (Ballston Station on the Orange Line). Parking is available at the Ballston Public Parking Garage at 665 North Glebe Road adjacent, to the Ballston Common Mall. Bike valet provided at event.

### Media Contact:

Pamela Kahn, *Executive Director*

Ballston Partnership

703.528.3527 (Office)

301.332.9068 (Mobile)

703.528.0311 (Fax)

pamela@iloveballston.com

## About Ballston Partnership

The Ballston Partnership is a public-private organization of citizens, real estate professionals, businesses, civic and condominium associations, educational institutions and non-profits with the mission of promoting and enhancing the Ballston and Virginia Square areas as desirable communities in which to live, learn, work, shop and play. Founded in 1985, it has played a role in, and continues to influence, the development decisions and environmental enhancements for these two urban villages. [www.iloveballston.com](http://www.iloveballston.com).



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## Media Sponsorship Contract

Sunday, May 15, 2011 from 12-5PM

Company Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Please indicate how Company should be listed: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsor Level:            Media Sponsor                            Media Partner

\_\_\_\_\_  
PRINTED Name of Key Contact

\_\_\_\_\_  
SIGNATURE of Key Contact

\_\_\_\_\_  
Date

Please sign the contract and email, fax or mail it to:

**Taste of Arlington c/o Ballston Partnership  
2807 North Glebe Road, Suite 515  
Arlington, Virginia 22207**

**FAX: 703.528.0311 EMAIL: PAMELA@ILOVEBALLSTON.COM**

