



# 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 15th, 2011 from 12-5PM on Wilson Blvd in Ballston.**

## Restaurant Participation Opportunities & Benefits

Please keep in mind that the deadline for all restaurants 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. Participating restaurants will receive:

- Extensive promotion from organizer prior to event. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Promotion through several media channels such as advertising, radio, TV, etc.
- **NO SIGN-UP FEE. There is no additional sign-up fee. The \$100 Temporary Food Permit fee required by Arlington County Environmental Health Bureau will be paid by the sponsors of the event.**
- Complimentary 10x10 booth with (2) 6 foot tables & (2) chairs
- Ability to promote your business with coupon or offers with exposure to approximately 15,000 attendees in the Metropolitan DC area.
- Year-long visibility on Taste of Arlington website: [www.tasteofarlington.com](http://www.tasteofarlington.com)
- Listing in Taste of Arlington brochure
- Volunteer support throughout event
- Booth set-up/Booth signage
- Breakdown of tent, tables, tablecloths and chairs
- (5) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, key customers
- Automatic entrance in the Best of the Best Restaurant Competition. The winner will be announced on day of event. Winners are featured on the homepage of the Taste of Arlington ([www.tasteofarlington.com](http://www.tasteofarlington.com)) website.



## Expectations of Participating Restaurants

- A minimum of 1,000 - 2,000 servings of at least a 2 OZ portion of a featured menu item. No food samples should be given without a Taste ticket. Each Taste will be worth 1 ticket including beer and wine.
- Set up booth by 10AM to be ready to serve by 12 Noon rain or shine
- No booth to be taken down prior to 4PM and booths must be removed by 6PM, rain or shine. If booth is removed before 4PM, restaurant(s) will be automatically disqualified from Best of the Best Taste contest.
- Provide own equipment, plates, silverware, napkins, water and ice required to prep, hold and serve food.
- Delivery and pick-up of all equipment at own expense, including removal of trash to a dumpster area or off-site
- Health Department Temporary Food Permit from Arlington County Environmental Health Bureau must be filed by April 1<sup>st</sup>. The sponsors will reimburse restaurants once application has been granted. The health department will provide us a list of confirmed applications.
- Staff to prep and serve food
- Camera-ready logo or graphics for use in marketing materials and Taste of Arlington website by March 11<sup>th</sup>, 2011.
- Booth location assignments based on first-come, first-served basis
- No vendor may accept cash for any food samples given out to patrons
- Provide menu to Taste of Arlington by April 1<sup>st</sup>.
- No booth should be left unattended
- Abide by all local, county and state laws
- Trucks or vans may be used the day of the event. However, all vehicles must be removed by 11AM unless prior arrangements have been made
- Under these conditions, the vendor agrees to indemnify and hold harmless Taste of Arlington Planning Committee and Arlington County from any and all liability for damage, injury or loss to any person or goods for any reason. The vendor is solely responsible for their booth space and booth operation.

## 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 the event.

## 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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## Restaurant Fee Form

Sunday, May 15, 2011 from 12-5PM

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

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

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

*\*Upon completion of the 2011 Taste of Arlington, The Ballston Partnership will refund your organization the \$100 food handling license fee incurred before the event.*

Miscellaneous Information:

Complimentary 10'x10' Booth (\$500 Value)

\$75 for Electricity

\$200 Per Extra 10'x10' Booth Space

\$800 for Sole Generator

\$35 Extra Per 6' Table Needed

**TOTAL DUE: \$** \_\_\_\_\_

*\*Payment due on or before FEBRUARY 25<sup>th</sup>, 2011*

Form of Payment:    Check Enclosed (Payable to **Ballston Partnership**)    Paid Online

\_\_\_\_\_  
PRINTED Name of Manager

\_\_\_\_\_  
SIGNATURE of Manager

\_\_\_\_\_  
Date

**Please mail this form WITH your payment payable to "Ballston Partnership":**

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

**- OR -**

**Mail payment and fax this form to 703.528.0311**





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## Restaurant Pledge Contract

Sunday, May 15, 2011 from 12-5PM

Restaurant Name: \_\_\_\_\_

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

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

### Miscellaneous Information:

Complimentary 10'x10' Booth (\$500 Value)	\$75 for Electricity
\$200 Per Extra 10'x10' Booth Space	\$800 for Sole Generator
\$35 Extra Per 6' Table Needed	

*\*By signing this contract, please note that you are pledging the fact that your organization will be present the day of the event AND fully prepared to participate rain or shine.*

_____	_____	_____
PRINTED Name of Manager	SIGNATURE of Manager	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**

