



# 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.**

## Sponsorship Opportunities & Benefits

Please keep in mind that the deadline for all 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.

### ***Premier Sponsor - \$20,000 (One Available)***

As the main 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:

- Corporate size (10'x40') lounge with beverage bar, designated valet, skirted tables, chairs located in a prominent location at the event
- Top placement of company logo and name on/in:
  - Festival Stage
  - Taste of Arlington Festival Banner
  - Advertising
  - All printed promotional materials distributed throughout Metro DC
  - Taste of Arlington website
  - Listing in Taste of Arlington brochure
- Extensive promotion from the organizer prior to event. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Special acknowledgement during Festival Stage announcements
- Naming rights for the judging panel that determines the winners for the 2011 Best of the Best Tastes.
- (50) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors
- Premier placement in program book (10,000)
- Exposure/Recognition on event website for one year





### **Presenting Sponsor - \$10,000**

As a top-tier 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:

- Corporate size (10'x30') tented area with skirted tables, chairs located in a prominent location at the event
- Company logo representation and name on/in:
  - Festival Stage
  - Taste of Arlington Festival Banner
  - Advertising
  - All printed promotional materials distributed throughout Metro DC
  - Taste of Arlington website
  - Listing in Taste of Arlington brochure
- Extensive promotion from the organizer prior to event. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements
- Member of the judging panel that judges the winners for the 2011 Best of the Best Tastes
- (30) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees,

### **Supporting Sponsor - \$10,000 (In-Kind)**

- 10'x20' tented area with skirted tables, chairs located in a prominent location at the event
- Company logo representation and name on/in:
  - Festival Stage
  - Taste of Arlington Festival Banner
  - Advertising
  - All printed promotional materials distributed throughout Metro DC
  - Taste of Arlington website
  - Listing in Taste of Arlington brochure
- Extensive promotion from the organizer prior to event. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements
- Member of the judging panel that judges the winners for the 2011 Best of the Best Tastes
- (30) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors
- Ad listing in program book (10,000)
- Exposure/Recognition on event website for one year

### **Corporate Hospitality Tent - \$7,500 (Two Available)**

- Corporate size (10'x30') tented area with skirted tables, chairs located in prominent location
- Company logo representation and name on/in:
  - Taste of Arlington Festival Banner
  - Advertising
  - Premier placement in all printed promotional materials distributed throughout Metro DC
  - Taste of Arlington website



- Listing in Taste of Arlington brochure
- Extensive promotion from the organizer prior to event. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements.
- Member of the judging panel that judges the winners for the 2011 Best of the Best Tastes
- (20) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors.
- Ad listing in program (10,000)
- Exposure/Recognition on event Web site for one year

### **Festival Patron - \$5,000**

- Corporate size (10'x20') tented area with skirted tables, chairs located in prominent location
- Company name on/in:
  - Taste of Arlington Festival Banner
  - Advertising
  - All printed promotional materials distributed throughout Metro DC
  - Taste of Arlington Web site
  - Listing in Taste of Arlington brochure
- Extensive promotion from the organizer prior to event. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements
- (10) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors.
- Ad listing in program (10,000)
- Exposure/Recognition on event website for one year

### **Green Sweep - \$3,000 (or In-Kind Trade Exchange)**

In keeping with Arlington County's mission to have low to no waste events, we are looking for a waste management/clean up company to sponsor the clean up and recycling for Taste of Arlington.

- Corporate size (10'x10') tented area with skirted tables, chairs located in prominent location
- Company name on/in:
  - Taste of Arlington Festival Banner
  - Advertising
  - All printed promotional materials distributed throughout Metro DC
  - Taste of Arlington website
  - Listing in Taste of Arlington brochure
- Extensive promotion from the organizer prior to event. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements
- (5) Complimentary Taste ticket books with 8 tastes per ticket for distribution to your VIPs, employees, customers, ad vendors.
- Ad listing in program (10,000)
- Exposure/Recognition on event website for one year

### **Festival Booth - \$1,500**

- 10'x10' display area with skirted table, chairs and signage at event



- Company name representation on/in:
  - Recognition signage at event
  - Select promotional materials distributed throughout Metro DC
  - Taste of Arlington website
  - Listing in Taste of Arlington brochure
- (5) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors.
- Exposure/Recognition on event Web site for one year

### **Block Ticket Sales Promotion**

This promotional offer is great for organizations that want to buy tickets in bulk at a reduced rate to provide to company employees, staff, tenants, or other promotional purposes. Deadline for block ticket sales is **APRIL 22, 2011**. Companies that purchase block tickets will receive:

- Recognition on website
- 50 tickets at \$20 = \$1000

*\* In addition to the above, customized block option packages can be created.*

## **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.

### **Event/Sponsorship Contact:**

Pamela Kahn, *Executive Director*

Ballston Partnership

703.528.3527 (Office)

301.332.9068 (Mobile)

703.528.0311 (Fax)

pamela@iloveballston.com





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

## Sponsorship Fee Form

Sunday, May 15, 2011 from 12-5PM

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

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

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

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

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

Contact's Email: \_\_\_\_\_

### Sponsor Level:

Premier Sponsor (\$20,000)

Festival Patron (\$5,000)

Festival Sponsor (\$1,000)

Presenting Sponsor (\$10,000)

Green Sweep (\$3,000/In-Kind)

Festival Friend (\$500)

Supporting Sponsor (\$10,000 In-Kind)

Block Ticket Sales Sponsor (\$1,000)

Patron (\$250)

Corporate Sponsor (\$7,500)

Festival Booth (\$1,500)

Total Amount Due : \_\_\_\_\_

**\*Received On or Before FEBRUARY 25<sup>th</sup>, 2011**

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

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

\_\_\_\_\_  
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**



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



## Sponsorship Pledge Contract

Sunday, May 15, 2011 from 12-5PM

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

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

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

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

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

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

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

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

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

### Sponsor Level:

Premier Sponsor (\$20,000)

Festival Patron (\$5,000)

Festival Sponsor (\$1,000)

Presenting Sponsor (\$10,000)

Green Sweep (\$3,000/In-Kind)

Festival Friend (\$500)

Supporting Sponsor (\$10,000 In-Kind)

Block Ticket Sales Sponsor (\$1,000)

Patron (\$250)

Corporate Sponsor (\$7,500)

Festival Booth (\$1,500)

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

\_\_\_\_\_  
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**

