

# 23<sup>rd</sup> Annual Taste of Arlington



The annual **Taste of Arlington** is the largest single day community event in Arlington. Presented by the Ballston Partnership, Columbia Pike Revitalization Organization, Rosslyn Renaissance, Crystal City BID and the Clarendon Alliance, The Taste focuses its attention on the many excellent restaurants that make Arlington a desirable destination for 15,000 area diners. This exciting event transforms the Ballston area into a lively street festival complete with local entertainment, children's activities and over 40 restaurants.

While admission is free, guests must purchase ticket books for restaurant tastes and beverages. **A portion of the event proceeds will be donated to the Arlington Community Foundation and the Virginia Hospital Center.**

With this year's theme – **Circus** – the attendance could be even larger. Stilt walkers, jugglers, balloon artists and more will be there to greet you! As a participating sponsor, your establishment will benefit from exposure through media campaigns and promotional efforts around the event.

Planning has begun for the 23<sup>rd</sup> Annual Taste of Arlington, taking place **Sunday, May 16<sup>th</sup>, 2010 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 26<sup>th</sup>, 2010**. Due to printing deadline constraints, only sponsors who confirm by February 26<sup>th</sup> will be included in ALL marketing materials. After February 26<sup>th</sup>, other promotional opportunities/alternatives will be available to those who are unable to make the production deadline.

Participating resaturants will receive:

- Extensive promotion from organizers prior to event: Ballston Partnership, Clarendon Alliance, Columbia Pike Revitalization Organization, Rosslyn BID, Rosslyn Renaissance, and Crystal City BID. Regional promotional reach includes 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 – Taste of Arlington volunteers may be provided to you with advance notice by May 1<sup>st</sup> to Pamela Kahn
- Camera-ready logo or graphics for use in marketing materials and Taste of Arlington website by March 12<sup>th</sup>, 2010.
- 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

### [Arlington Community Foundation \(Beneficiary\)](#)

Arlington Community Foundation makes a difference by connecting those with resources to those with the best ideas and expertise to strengthen our neighborhoods and community, and by funding hundreds of thousands of dollars in scholarships and grants to area non-profits each year. [www.arlcf.org](http://www.arlcf.org).

### [Virginia Hospital Center \(Beneficiary\)](#)

Virginia Hospital Center is a 350-bed, non-profit, teaching and research medical center committed to technologically advanced, compassionate, and personalized care. With more than 60 years of delivering healthcare to Northern Virginia and Washington DC area residents, they have deep ties to the community and are dedicated to achieving better patient outcomes, quality, and service. [www.virginiahospitalcenter.com](http://www.virginiahospitalcenter.com).

### [Transportation](#)

The event is accessible by Metro (Ballston Station on the Orange Line). Parking at \$1/day is available at the Ballston Public Parking Garage at 665 North Glebe Road, adjacent to the Ballston Common Mall.

## About Ballston Partnership

The Ballston-Virginia Square 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).

## About Clarendon Alliance

The Clarendon Alliance is a public-private partnership chartered by the Arlington County Board in 1986 to promote the health and vitality of Clarendon, Arlington's original downtown commercial district, and its surrounding areas. We market existing businesses in Clarendon and the community in general. Members of the Alliance include commercial property owners, small and large businesses, financial institutions, government representatives, neighborhood community groups and individuals. [www.clarendon.org](http://www.clarendon.org).

## About Rosslyn BID and Rosslyn Renaissance

Rosslyn Renaissance and the Rosslyn BID are sister organizations that together serve the Rosslyn community. Rosslyn Renaissance plans for future development throughout the greater Rosslyn area. The Rosslyn BID provides amenities and services within the 17-block commercial office core. [www.rosslynva.org](http://www.rosslynva.org).





## About Columbia Pike Revitalization Organization

The Columbia Pike Revitalization Organization (CPRO) is a 501(c)(3) non-profit, public/private partnership. Established on May 14<sup>th</sup>, 1986, CPRO is a coalition of businesses, civic associations, property owners, and individuals working with the Arlington County Government. It works to provide direction and support to improve and revitalize Columbia Pike and its adjacent neighborhoods. [www.columbiapike.org](http://www.columbiapike.org).

## About Crystal City BID

Established in April of 2006, the Crystal City Business Improvement District (BID) is creating a soul for Crystal City. A public-private partnership, the BID is providing a higher level of service to visitors, workers and residents in Crystal City - driving to become world-class destination in both Arlington and the greater DC region. Crystal City now features an abundance of fine restaurants, cafes, specialty stores, outdoor movie nights, bike trails, and two award winning theaters with Arena Stage and the Washington Shakespeare Company. [www.crystalcity.org](http://www.crystalcity.org).





# 23<sup>rd</sup> Annual Taste of Arlington

## Restaurant Pledge Contract

Sunday, May 16, 2010 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**



# 23<sup>rd</sup> Annual Taste of Arlington



## Restaurant Fee Form

Sunday, May 16, 2010 from 12-5PM

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

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

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

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

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

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

*\*Upon completion of the 2010 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 26<sup>th</sup>, 2010*

Form of Payment:    Check Enclosed (Payable to **Taste of Arlington**)    Paid Online

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

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

\_\_\_\_\_  
Date

**Please mail this form WITH your payment payable to "Taste of Arlington":**

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

- OR -

**Pay online HERE and email this form to Pamela@iloveballston.com**

- OR -

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

