



**SAN RAFAEL'S
 TASTE OF DOWNTOWN
 RESTAURANT/MERCHANT APPLICATION**



WEDNESDAY, SEPTEMBER 22, 2010 ~ Tasting event: 4:00 pm to 8:00 pm

- **BE SHOWCASED IN SAN RAFAEL'S ONLY EVENT OF IT'S KIND**
- **EXPOSURE TO HUNDREDS OF PEOPLE WHO HAVE NEVER BEEN TO YOUR BUSINESS, WE BRING THEM TO YOU!**
- **BE FEATURED ON THE WEBSITE & IN THE EVENT PROGRAM!**
 - **GET THE *BEST* PROMOTION FOR THE *LEAST* EXPENSE!**

Please select your participation: (check all that apply)

- We are a **Restaurant** and would like to offer **Food & Wine Samples**
- We are **Business** and would like to be supplied with **Wine Samples** (*we strongly suggest that you provide a snack/ hors d'oeuvres for the attendees if you are serving wine*)
- We need to be supplied with a **table & table cloth = \$25**
- We will use our own table & table cloth
- We will have our **own staff** pour the wine provided
- We will have **Entertainment** to be featured in the program
- We have asked a winery to participate & would like them in our store: _____
(Winery applciaiton is on the event website & they will need to fill it out & send it to us)

Brief Description of Food/Beverage/Entertainment you would like to have in the event program:

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: _____

DEADLINE to participate: 8/27
 To participate, please fill out this application and fax it or mail it to:
 Steven Restivo Event Services, LLC
 P.O. Box 151017, San Rafael, CA 94915
 Ph: 415-456-6455. Fax 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com



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Dear Downtown San Rafael Business Owner:

The San Rafael Business Improvement District and Steven Restivo Event Services, llc, would like to invite you to participate in the 2nd Annual *Taste of Downtown San Rafael*, on Wednesday, September 22, 2010. 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. Last year was very successful and we are looking forward to another success. The event might be reminiscent of the formerly popular "**Downtown's Cooking**" event.

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 program with a map of all participating restaurants/merchants and 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.

Fourth Street will not be closed at anytime during the event. The event will take place on Fourth Street and adjoining streets and including the west end of the downtown. We are working with multiple local sponsors, and our marketing and promotional efforts include a poster distribution, a website, banners, advertisements in local media and much more.

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. The winery applications are available on our website. Otherwise, we will choose the winery that pours in your store.

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 approximately 10 days prior to the event.

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