

The 10TH ANNUAL TASTE OF PETALUMA
Saturday, August 22, 2015 11:30 AM - 4:00 PM
PARTICIPANT ENTRY FORM

Business Name: _____ Contact Name: _____

Address: _____ Phone: _____

Email: _____ Website: www. _____

(We must have your email for sending information and updates - please print clearly)

DEADLINES *Early Bird Special* due by 6/20. All fees & forms due by 7/30 to be included on the map and menu

FEES:

Host Locations - A gallery or store may HOST a restaurant or food vendor

Early Bird Special ... \$60 form and fee in by 6/20 Submissions after 6/20 ... \$75

Adding Wine or Beer to your site? Liquor License fee for locations hosting a winery or brewery ... **ADD \$25**

If you want to add beer or wine you must contact one on your own and make arrangements. Add the fee for the license. Give us the contact info and we will get the license for you. Deadline 7/15 for license.

Restaurants, Caterers, Food Vendors - *Early Bird Special* ... \$30 form and fee in by 6/20. Submissions after 6/20 ... \$60

If you want to add beer or wine you must contact one on your own and make arrangements. Add the fee for the license. Give us the contact info and we will get the license for you. Deadline 7/15 for license.

___ Food: I'm located downtown and will serve from my own place of business

___ Shop: I would like to host _____ at my downtown location

(Please try to connect with a food vendor of your choice so that you can host)

___ Food, Wine or Beer: I've arranged to be hosted downtown by: _____

(Name of business and contact info)

___ I'm not located downtown and would like to be hosted. Please match me with a host

A complete description of what you'll be serving that will be printed on our menu. Showcase anything from appetizers to desserts _____

- Guests have 10 tickets to spend & will visit locations through downtown. Each location will collect only 1 ticket.
- Please limit the size of your serving to a \$4.00 perceived value if you are the only food purveyor. Food/drink purveyors can split the quantities they offer in a single location if the total perceived value is about \$4.00.
- You will be serving and collecting taste tickets for 4.5 hours. Please do not run out of food.
- Think of something that represents you well, but is easy to serve and ready when guests come in as you don't want people waiting around to sample your food.
- Use this event to promote your business to new and returning customers. To attract attention participants can bring in entertainment, host raffles, drink specials, hand out recipes, coupons for future visits, etc.
- Approximately 100-400 guests will visit your location, please plan for trash receptacles at your location.

For more info or to email entry form: Laura Sunday laurasunday@gmail.com (707) 477-9944

This event is a benefit for Cinnabar Theater, a California 501c3 non-profit. Tax ID# 23-7386031

****Print and send this form and fee:

By Mail: Cinnabar Theater, Attn: Taste of Petaluma, 3333 Petaluma Blvd. No., Petaluma, CA 94952

By Fax to: (707) 763-8929 or email: laurasunday@gmail.com

By Phone: (707) 763-8920 with a credit card any weekday between 10 AM to 2:30 PM