



Dear Restaurant Owner/Manager:

We are excited to announce our Taste of Dunedin event on Sunday, September 14th 2014. This year the Dunedin Downtown Merchants Association (DDMA) will continue to host the event in downtown Dunedin from 1 PM until 5 PM. We will be adding great entertainment and other creative activities to the Taste of Dunedin this year to make the event more exciting and attract more visitors than ever before!

This year's Taste will be the exciting launch party for the Dunedin Restaurant Week, an 8-day event from September 14th-21st. We have had great success with promoting our events and invite all Dunedin restaurants (beyond the downtown core) to participate. In our effort to include the entire city in this successful campaign, we invite you to choose to participate in a variety of special events and activities that you feel will benefit your business.

Please select the event(s) that you would like to participate in and fill out the information below. We will consider this information not only to be included in the Taste of Dunedin and Dunedin Restaurant Week, but to update our mailing list for future vendor opportunities for new DDMA events to promote our great city!



Taste of Dunedin

Unlike a traditional taste, restaurants that are not located in the downtown area will be partnered with a complimentary downtown retail business locations to take advantage of this special promotional opportunity.

Each vendor will set-up inside or in front of the partnering store. The Taste of Dunedin includes:

- 2 ounce tastes(s) provided by each participating restaurant.
- Individual tickets available for pre-sale and during event.
- Live music performed throughout the city and in Pioneer Park.
- Vendors set up throughout Main Street, i.e. artists, crafts, specialty foods.
- Entry into a Grand Prize Drawing contest to experience Dunedin.
- Inclusion in special promotional materials and website for the event.

Taste Beneficiary: The Downtown Dunedin Merchants Association(DDMA), a 501C6 dedicated to promoting the downtown area through community events, will be the beneficiary of this year's Taste of Dunedin. Participating Restaurants and Stores will also be encouraged to raise funds for the DDMA.

Taste Requirements: The requirements for the Taste are simple. Each participating restaurant must have all current state and federal licensing requirements for your business. You will be need to prepare at least 300 tastes with a limited 2-ounce serving size. (This is to encourage visitors to try out a variety of locations throughout the four hour period.) No cooking will be available on the premises. You will need to provide your own table and tent for the event (unless other arrangements have been made with your partnering retail store). Each participant will be required to collect tickets and agree to not exchange or reuse any collected tickets. All tickets will be returned to the DDMA at the end of the event. All ticket sales will go to the DDMA. Each participant also agrees that they will not accept cash for tastings. Participants and visitors of the event will be directed to purchase tickets (in advanced or onsite) through one of the designated DDMA ticket locations. It is our hope that together we can make this such a successful event for the DDMA that we will have funds to create the more of best of the bay events in Dunedin!

Please make sure to provide enough tastings until the close of the event at 5PM. We will make every effort to give you advanced notification if larger crowds are anticipated, but as with many successful events, each participant will need to be monitoring their own tasting to ensure our visitors experience is the very best. We need all participating restaurants to be prepared with tasting that will last the entire event period. This is your opportunity to let visitors sample your restaurant. Please serve item(s) on application form that are regularly available on your restaurant menu.



YES, I will be participating in the Taste of Dunedin on September 14th, 2014 and agree to the above terms and conditions. Deadline to enter to be included in promotional materials for this event is August 15th, 2014. Participants joining after this time period agree to the above conditions but may be limited in inclusion in event promotional material.

Name of Restaurant: _____

Contact Person: _____

Phone number _____ Mobile: _____

Email: _____ Website: _____

Description of Taste: _____

Signature: _____

Print Name of Authorized Signature: _____

By signing this agreement I agree to the above terms set forth by the Downtown Dunedin Merchants Association, a 501C6 organization. You can fax this document to 727-736-9342 or email it to vicepresident@delightfuldunedin.com.



Dunedin Restaurant Week

This year the 2nd Annual Dunedin Restaurant Week will take place throughout Dunedin September 14-21. There will be many special events promoted during the entire Dunedin Restaurant Week presented at each individual locations where visitors will shop, dine and wine. This event is in honor of September being Dunedin's official designated culinary month.

Dunedin Restaurant Week includes:

- Daily Deals provided by each participating restaurant throughout the week where guests enjoy special offers while establishments gain exposure.
- Updates of Daily Deals and events happening throughout the week will be promoted on www.DunedinRestaurantweek.com.
- Each participating restaurant will be featured page on the www.DunedinRestaurantweek.com website.
- Inclusion in a multi-media platform promoting Dunedin Restaurant Week available through media sponsors including print, television, interactive/website(s), billboard and other promotional outlets throughout the bay area leading up to the event.
- Guests Enter-To-Win prizes at your location, either by a written contest entry form or online at www.DunedinRestaurantweek.com.
- Prize giveaways conducted at mini events throughout the week. And a Grand Prize to experience Dunedin in Style to be given away at our finale party the following month.
- A chance for guests to vote for their favorite restaurant to receive Platinum Plate Awards from Sponsors and to register for prizes donated by local Dunedin merchants.
- Platinum plate award also given away to restaurant receiving most votes.
- Taste of Dunedin is the kickoff event for Dunedin Restaurant Week. It is one of the many events planned during this week.

Dunedin Restaurant Week Beneficiary: Dunedin Restaurant Week Grand Restaurant Finale Party and other events throughout the week will be hosted to raise funds for the **Homeless Emergency Project (HEP)**. HEP is a 501(c) (3) nonprofit organization that was founded in 1986 to meet the immediate needs of a growing number of homeless individuals and families in Pinellas County. The DDMA will also be a recipient to a portion of the proceeds from this event.



Dunedin Restaurant Week

YES, I will be participating in Dunedin Restaurant Week 2014 sponsored by the DDMA. Participation charge is \$695* to help cover expenses of marketing and coordination of this extensive multi-media campaign: Television/Cable commercials, special segment on Channel 10, radio advertisement, print and online media, daily social media updates to drive customers to participating businesses, flyers, banners, eblasts, brochures, and registration cards provided for attendees of the event. Event deadline to be included in promotional materials is August 15th.

***Please include check payable to the DDMA with return of application. Participants joining after this time period agree to the above conditions but may be limited to appearing on some promotional materials.**

Name of Restaurant: _____

Contact Person: _____

Phone number _____ Mobile: _____

Email: _____ Website: _____

Credit Card (optional) _____ Expiration Date _____

Signature: _____

Print Name of Authorized Signature: _____

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(Please include photos and a sample menu for our marketing team to write a feature on your restaurant. We will be calling you to discuss your Daily Deal Options and Special events that you plan to host during the week. Restaurants will be encouraged to have special entertainment, a meet the Chef night, a pre fix menu and/or a unique daily dining special and/or special drink deals. We also encourage each participant to receive special products from sponsors to utilize during the event. More up to date information will be communicated to you on this event and on our website: www.DunedinRestaurantweek.com.

Please attach menu, photo of your food, and logo for promotional purposes. This information can also be emailed to Julianne@BMWMarketingConsultants.com.