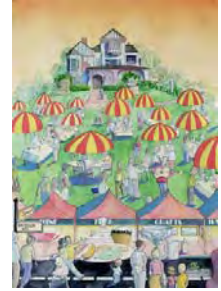




**4th ANNUAL SAN RAFAEL
FOOD & WINE FESTIVAL
RESTAURANT/CAFÉ/CATERER
APPLICATION**
SATURDAY, AUGUST 14, 2010~ Noon to 6 pm
Falkirk Cultural Center ~ San Rafael, CA



*** NO FEE TO PARTICIPATE!**

- * BE SHOWCASED IN SAN RAFAEL'S ONLY FOOD & WINE FESTIVAL!**
- * EXPOSURE TO THOUSANDS OF PEOPLE ON SITE AND DISTRIBUTE BUSINESS CARDS, MENUS, COUPONS, ETC!**
- * BE FEATURED IN OUR ADS, ON THE WEBSITE & IN THE EVENT PROGRAM!**

Please select your participation: (details on back)

- We would like to participate in the **On-Site Food Sampling** with our own staff
- We would like to participate in the **Drop Off Food Sampling** with your staff (SRES)
- We would like to participate in the **Cooking Demonstration**

Type of Food you would like to sample/demonstrate: _____

Business Name: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State _____ Zip: _____

Phone: _____ Fax: _____

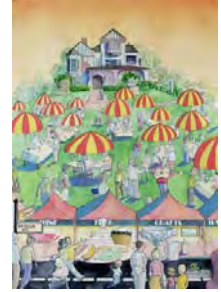
To participate, please fill out this application and fax it or mail it to:

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



**4th ANNUAL SAN RAFAEL
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INFORMATION
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This year's Festival will feature wine tasting from 25 regional wineries, 30 artists, gourmet pre-packaged foods, a full cooking demonstration stage with chef's from the area, food tasting from local restaurants, cafes and caterers and an entertainment area with jazz and classical music. We will also be offering a small beer tasting area. The event is free to the public. For more information on the event, please visit www.SRESproductions.com click on events, then click on San Rafael Food & Wine Festival or give us a call at 415-456-6455.

The tasting program will work as follows: **Option #1**, attendees can purchase an all day food and wine tasting for \$25 and they will receive a blue wristband and a tasting glass. **Option #2**, attendees can purchase an all day food tasting for \$15 and they will receive a red wristband. We will also have a beverage booth on-site where attendees can purchase individual beverages.

There is no health department permit required as this is a one day event in Marin County.

3 Ways to participate in detail:

1. **On-Site Food Sampling** – send your staff, food, and the means to sample. Show off your food and get face-time with potential new customers. You can sample food items served in your establishment at the event. We will provide you with an 8ft table, 9ft white market umbrella and a space in a high traffic location. We will also create signage for your table that identifies your business. You would need to provide the food, a server, and the means to sample it (paper plates, napkins and forks, etc (all should be compostable). We would like to have you on-site from Noon to 6 pm.
2. **Drop Off Food Sampling** – send your food and we'll provide the staff to sample. Can't spare staffing for the day? We'll provide one if you provide the food and a little pre-event training so they can really sell your product. We understand that it might be hard for small businesses to send a staff person out all day, so if you are unable to be on-site, we can provide one staff person to sample your foods at the table. You would still need to provide food and the paper products. In addition, if your establishment is located in the downtown San Rafael area, we may be able to provide a "food runner" to shuttle your food from your establishment to your table on the event site. We would like to have food samples available from 11 am to 5 pm.
3. **Chef Demonstrations** – limited spots on the Chef Demo Stage. Sign up now, space is limited! We will be presenting a cooking demonstration from 1pm to 6 pm that day. We will providing a large six burner propane cook top with counter, a cooking demo mirror and a P.A system with wireless capabilities. We will have a Chef Stage Emcee, a culinary education, demonstration and promotion company in San Rafael coordinating all chefs. You can place your chef in one of the limited cooking demo slots. They are filling up fast and get great publicity prior to and at the event.

To participate, please fill out the attached application and fax it or mail it to:

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Once we receive your application back in our office, we will send you a participant packet with all the details for the set up, event day and breakdown. Parking is free and right next to the event site.