



**Dear Area Restaurant Owners,**

**The Bellaire Business Association is preparing to host our 2nd Annual Bellaire Foodie Fest on October 22, 2022.** Up to 600 attendees will be sample a variety of delicious eats and beverages, brush up on their chef skills with a lineup of cooking demonstrations, listen to live music, and more! A portion of the event proceeds will benefit the Willbern Heritage Scholarship Foundation, a non-profit that provides scholarships for higher education to students who graduate from public schools in the Southwest part of Houston.

Participants of this event will find it to be an effective marketing tool for their business. The public relations and goodwill generated will have a positive residual effect on participants year-round. Participants also will have the opportunity to gain more exposure in pre-event promotion. The event provides a basic indoor kitchen/prep area inside City Hall as well as tables, table coverings, and on-site signage. Participants in this program will offer a minimum three of the establishment's signature items. This program will allow the public to sample some of the offerings of nearby restaurants. Extensive publicity and promotions are planned for this year's event. Restaurant participants may be called upon to participate in pre-event promotions. **The deadline for participating restaurant commitments is August 31, 2022. Please visit the event website at [www.BellaireFoodieFest.com](http://www.BellaireFoodieFest.com) or contact Kathleen Wiesenthal, Food Committee Chair, at [kwiesenthal9@gmail.com](mailto:kwiesenthal9@gmail.com) for more information.** We thank you for your consideration of a donation to this fantastic event!

**Sincerely,**

**The 2022 Bellaire Foodie Fest Committee**



### **PARTICIPANT RESPONSIBILITIES:**

- Participant form must be submitted in completion by August 31, 2022.
- Provide food product samples for approximately 600 attendees for duration of the event.
- Hire labor to prepare and serve food items.
- Set up of restaurant serving table.
- Provide serving utensils, plates/serving containers, napkins, plastic forks, knives, chafing dishes, etc.
- Menus, brochures, flyers, coupons, etc. for participant table
- Participants may not sell beverages, or novelty items of any kind.
- Attendance will be required at a pre-event walk-through.
- Participants and their employees must maintain the highest degree of cleanliness and professionalism in their booths and on event grounds at all times.
- Participant must provide logo in .jpg and .eps formats as well as a photo of space or food for use in electronic and print materials upon signing agreement.
- Promotional support at business location (event poster, flyers, check presenter inserts)
- Social media support via Facebook, Twitter, etc. (optional but strongly encouraged)
- Please note that if restaurant located outside the 77401 area code, an additional form will have to be submitted to the City.

### **PARTICIPANT RECOGNITION:**

- Restaurant spotlight highlighting restaurant concept and offerings on dedicated event e-blast covering restaurant participants with website link.
- Mentions in press releases sent to media before and after the event.
- Two server badges for employees working the event.
- Four tickets to be used as a co-promotion on social media to give to restaurant customers in a drawing.
- Two tickets for restaurant owner's personal use.
- Verbal recognition during the event.
- Logo on restaurant sponsor banner.
- Logo, photo, and website link on BBA social media pages and event website.
- These participants also will have the option of providing promotional materials such as menus, flyers, coupons, signage, etc. at their serving area during the event.

The Bellaire Business Association  
Invites You to Join Us for...



COMPANY NAME

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

WEBSITE

STREET ADDRESS

SOCIAL MEDIA HANDLES

CITY AND ZIP CODE

YES! I am interested in donating the following item(s) to serve at Bellaire Foodie Fest 2022.

Please note how items will be served and if you have any requirements as far as electricity.

Please list any gift certificates or experiences that you will donate to the event auction.

# DONOR FORM