



Dear Restaurateur,

McFarlane Promotions is excited to invite you to participate in the **2017 Toast of Gaslamp** to take place **Saturday, December 9th, 2017 from 1PM to 5PM**. Last year's event was a complete sell out and we are looking forward to an even bigger and better event this year!

By providing **600-700 tastes** of your house special with Toast of Gaslamp, your restaurant will receive exposure and direct contact with tasters, foodies, and over 500 potential customers. In addition we have an exclusive marketing campaign to promote the event and your restaurant:

- **1,000** promotional flyers distributed throughout San Diego County.
- Event Flyer emailed out to a database of over **10,000 people** from all over the county.
- **100 posters** displayed in Downtown San Diego.
- **Opportunity to promote your restaurant** on San Diego's top television stations.
- Advertisements in top San Diego Publications.
- On-Air radio promotions. Last year's promotions included **Channel 93.3, Jack FM, 760 AM, KGB, Kiss FM, Magic 92.5, Jammin' Z90, Star 94.1, Mighty 1090 AM, Max FM 105.7, and Easy 98.1**.
- **Special access** to San Diego top food bloggers.

We look forward to including your restaurant in this year's Toast of Gaslamp. Please fill out the attached participation form and kindly fax it back to McFarlane Promotions at (619) 233-0898, email it to camille@mcfarlanepromotions.com or mail it to 656 Fifth Ave. Ste. B, San Diego, CA 92101 by **Friday, November 24th, 2017** to participate. We have limited space and will be reserving on a first-come, first-served basis. If you have any questions, please feel free to call me at (619) 233-5008.

Sincerely,

Camille Riley
Event Jedi
McFarlane Promotions, Inc.



Holiday Stroll

**Restaurant Participation Form
December 9, 2017
1:00 p.m. to 5:00 p.m.**

Restaurant Name: _____

Address: _____

Phone: _____ Email: _____

Name of Manager/Owner: _____

Date: _____ Signature of Manager/Owner: _____

Detailed description of house specialty sample or dessert to be served: _____

Detailed description of beverage to sample: _____

Detailed description of taste samples must be submitted for approval by NO LATER than Monday, November 27th, 2017

What is a Taste?

- Acceptable food tastes should consist of a few mouthfuls of your house specialty.
- Acceptable drink samples should be in compliance with legal limits for alcohol samplings.
- Acceptable drinks must be made with base alcohol that the Toast of Downtown provides your establishment.
- Food taste samples should be served buffet style or sit down style.
- One serving per guest.
- The ultimate goal of the Toast is to promote Downtown's fabulous restaurants while spreading the holiday cheer; therefore, McFarlane Promotions reserves the right to refuse entry to any restaurant that fails to comply with the standards of the Toast of Downtown.

_____ **YES, I will provide a minimum of 500 tastes.**

_____ **YES, I would like to participate in early morning TV spots TBD.** (Limited to first 8 restaurants)

_____ **YES, I would like to open my business at 5:00 a.m. to host early morning TV spots**

_____ **YES, I would like to provide food for the "on-air" radio promotions:** (Limited Spots Available)

_____ **YES, I would like to sell tickets to the Toast of Gaslamp at my restaurant** (Limited to first 2 entrants)

Please fax this registration form to McFarlane Promotions at **619-233-0898** or email to camille@mcfarlanepromotions.com by **Friday, November 24th, 2017** to be included in the Toast of Gaslamp. We look forward to your participation and we wish to thank you for your generous time and support!