

**Taste of Gaslamp VIP Restaurant Participation Form**

**Event Date/Time:** Saturday, June 16, 2018- 12:30-4:30

The Gaslamp Quarter Association wants to showcase the excellent dining options in our vibrant district – and this is your chance to be a part of it and make an impression! The Taste of Gaslamp is San Diego’s original culinary walking tour held for the past 23 years and it will be bigger than ever this year! This will be a great opportunity to expose the delicious cuisines of your establishment to hundreds of guests and entice them to become regular customers. There will only be 8 VIP locations!

**WHAT YOU DO:**

1. Provide a “VIP taste” (4 to 6 OZ SAMPLE) of one or two of your specialties from your menu. This is for VIP wrist band holders only. (around 200- 250) Remember, this is your opportunity to entice them to come back for more!
2. Put together a cocktail with the liquor provided to you by our official sponsor.
3. Set aside a special area for tasters to sit or cocktail in your restaurant/patio with a small number of tables.
4. Provide staff to maintain serving stations – they should replenish and serve food
5. Provide visible Garbage cans for guests to throw away their trash
6. Make sure to display promotions and signs that show other great specials, specialty menus, or private events you have going on.
7. Stay open the entire time!

**WHAT WE DO:**

1. Promote the event so that 1000 “foodie fans” buy tickets, enjoy the event, and keep coming back to the Gaslamp Quarter to shop, dine, stay and play- 250 VIP Guests
2. Posters and printed collateral promoting the event
3. 2 ticket types – General Admission and VIP
4. Centralized Check In / program provided to all ticket holders
5. Goodie Bag for VIP ticket holders
6. After party with beer and liquor sponsors
7. Provide branded cups and liquor for your cocktail
8. Great cooperative Advertising Opportunities with Radio and Print Media

**If you are interested, please fill out this interest form, scan and email it to either** [erin@gaslamp.org](mailto:erin@gaslamp.org) **or** [sherry@gaslamp.org](mailto:sherry@gaslamp.org) **and then they will keep you in the loop in regards to promotions, ticket sales, and other “Taste of Gaslamp” information.**

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| Business Name | |
| Address | |
| Contact | Title GM |
| Email | Phone |
| Food Item | |