

Gallery / Boutique / Salon Information Sheet

WHEN: Saturday, October 13, 2017 from 11:00 AM to 3:00 PM

**** YOU MUST BE OPEN AT 9:00 to RECEIVE ICE DELIVERY!!!!**

WHAT: North Park welcomes local dining enthusiasts to partake in one of the best assortments of cuisine experiences anywhere. With one ticket, guests explore the thriving North Park culinary and craft beer scene. Taste of North Park is a self-guided walking tour, during which ticket holders sample from each participating restaurant and make stops at retail locations to sample beer/wine and other interesting beverages.

This event is an excellent way to promote your business to more than 1300 potential future customers in one day!

**Please expect to be welcoming approximately 1300 guests into your business location
-Only 21+ guests will be allowed in the sampling area with a valid ID-**

WHAT WE DO:

- Provide beer for tasting from local breweries
- Provide a volunteer server to pour beverages and a volunteer security guard to check IDs
- Provide tables, coolers, bottle openers, cork screws, and cups
- Provide trash cans and trash pickup and directional signage
- Promote, market and sell tickets to the event including live press and social media
- Provide all supplies and printed materials for event execution roving staff during the event
- Promote the event and all participating businesses on explore north park.com
- Create and distribute digital and printed marketing materials to all participating businesses

WHAT YOU DO:

- Submit completed Participation Form with payment by check to 3939 Iowa Street, San Diego 92104
or
- Fill out participation form and pay online at northparkmainstreet.com
- Provide a staff member on the day of the event to assist with promoting your business

**Please contact North Park Main Street with additional questions!
(619) 294-2501 | tasteofnorthpark@gmail.com**

Participation is FIRST COME, FIRST SERVED.