

TASTE OF NORTH PARK

GALLERY / BOUTIQUE / RETAIL / SALON INFORMATION SHEET

WHEN:

SATURDAY, OCTOBER 12, 2019 FROM 11:00 AM TO 3:00 PM

BUSINESSES MUST BE OPEN AT 9:00 AM TO RECEIVE ICE DELIVERY

WHAT:

North Park welcomes dining enthusiasts to partake in one of the best assortments of cuisine experiences anywhere. With one ticket, guests can 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 (including non-alcoholic options).

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

Please expect to welcome approximately 1300 guests into your business location.

Only 21+ guests with valid identification will be allowed in alcohol serving areas.

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, trash pickup, and directional signage
- Promote, market, and sell tickets to the event
- Promote the event to the media including print, live press and social media
- Promote the event and all participating businesses on www.explorenorthpark.com
- Create, distribute, and provide digital and printed marketing materials to all participating businesses

WHAT YOU DO:

- Register for event and complete payment on <https://northparkmainstreet.com/events/taste-north-park/>
- Or submit a completed participation form with check to 3939 Iowa Street, Suite 2, San Diego CA 92104 (Page 2 of this information sheet)
- Provide a staff member on the day of the event to assist with promoting your business

Please contact North Park Main Street with any additional questions:

619-294-2501 | jake@northparkmainstreet.com | angela@northparkmainstreet.com

TASTE OF NORTH PARK 2019

Boutique / Gallery / Salon Participation Form
Beer Tasting Location
Saturday, October 12, 2019
11:00 AM to 3:00 PM

Business Name AS YOU WOULD LIKE IT TO APPEAR ON MARKETING MATERIALS

Point of Contact – Manager / Day-of Staff: _____

*Day-of Cell Phone: (_____) _____

Direct Email: _____

Signature of Manager /Owner: _____ Date: _____

TASTE BEER POURING PARTICIPATION ONLY \$250

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

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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 explorenorthpark.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, Suite 2, San Diego 92104
- Fill out the 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 | jake@northparkmainstreet.com

Participation is FIRST COME, FIRST SERVED