



Join us in this **GREAT joint promotion** within our “Celebrate the Taste of Wisconsin” tent at the

**EAGLE RIVER AREA FESTIVAL OF FLAVORS August 25 & 26, 2012**

**“Wisconsin Chefs’ Tasting Tables”**

Sponsored by large WISCONSIN FOOD PRODUCING COMPANIES

Here’s how it works...

Provided...**10’ X 20’ booth space** with (1) covered 8’ back table and (2) covered and skirted front tables, within the 180’ X 60’ “Celebrate the Taste of Wisconsin” tent.

Provided...**electricity if needed and napkins** (unless logo imprinted napkins are preferred).

Provided...**3’ X 5’ backdrop banner** with company logo and web-site information, etc. (if needed).

Company must **provide any equipment, product, utensils and serving ware for sampling**. The public will purchase admission required for sampling from all booths.

Company must **choose a theme and decorate** the booth accordingly and prominently show company name and logo. There will be no duplication of theme between companies.

Company must **prepare and sample product** in approximately 2 bite portions to the admitted public during the two days of the festival tasting. **Hours of the tasting: 11-4 Saturday, and 11-3 Sunday.**

Company may provide their **recipes** to the festival committee for advance promotion, prominently showing Wisconsin products used by brand name and sized for household use.

Company must provide an on-site **chef OR rep.**, dressed professionally and with logo, who the company feels can prepare and sample product plus speak well on behalf of the company represented.

Company may **offer coupons for retail product or promote food service product to fellow exhibitors.**

Our goal is to provide a valuable promotional opportunity for all Wisconsin companies involved and to offer interesting tastings to festival goers!

Our estimate of attendance is **5,000 for the overall festival and 3,000 potential tasters**. The attendees will purchase general admission and choose which booths they want to taste from.

What is the sponsorship investment??

Booth investment is **\$200** and covers a **double booth both days of the tasting event**. This must be sent to the address below when your booth is reserved. **Please reserve by June 15, 2012**. We will not duplicate themes, so reserve early and have options. Booth fees are non-refundable. To become a sponsor of the overall Eagle River Area Festival of Flavors, please check the web-site for “sponsorship opportunities”. You’re invited to a **WELCOME RECEPTION** for WI producers and sponsors at Riverstone Restaurant on Friday, August 24<sup>th</sup>...time to be announced. Please join us!

Now how can I sign up for this great event??

Complete the attached registration form and send the registration information along with the \$200 booth investment to:

**Eagle River Revitalization Program, John Seward, Executive Director**

**P.O. Box 2302, Eagle River, WI 54521**

**Phone: (715) 477-0645 Fax: (715) 477-0614**

Please call or e-mail with questions or to say you’ll join us! THANK-YOU and Festively yours,

**Cindy Meinholz, Festival of Flavors Chairperson 701.479.8467 or [meinholz48@yahoo.com](mailto:meinholz48@yahoo.com)**

