

23rd Annual Taste of Arlington



The annual **Taste of Arlington** is the largest single day community event in Arlington. Presented by the Ballston Partnership, Columbia Pike Revitalization Organization, Rosslyn Renaissance, Crystal City BID and the Clarendon Alliance, The Taste focuses its attention on the many excellent restaurants that make Arlington a desirable destination for 15,000 area diners. This exciting event transforms the Ballston area into a lively street festival complete with local entertainment, children's activities and over 40 restaurants.

While admission is free, guests must purchase ticket books for restaurant tastes and beverages. **A portion of the event proceeds will be donated to the Arlington Community Foundation and the Virginia Hospital Center.**

With this year's theme – **Circus** – the attendance could be even larger. Stilt walkers, jugglers, balloon artists and more will be there to greet you! As a participating sponsor, your establishment will benefit from exposure through media campaigns and promotional efforts around the event.

Planning has begun for the 23rd Annual Taste of Arlington, taking place **Sunday, May 16th, 2010 from 12-5PM** on **Wilson Blvd in Ballston.**

Media Sponsor Opportunities & Benefits

Please keep in mind that the deadline for all media sponsors is **FRIDAY, FEBRUARY 26th, 2010**. Due to printing deadline constraints, only sponsors who confirm by February 26th will be included in ALL marketing materials. After February 26th, other promotional opportunities/alternatives will be available to those who are unable to make the production deadline.

Media Sponsor - (\$10,000 Value)

As a top-tier media sponsor of the Taste of Arlington you will enjoy maximum exposure via publicity that reaches the large and vibrant population of the national capital area, along with the satisfaction of knowing that you have made a substantial difference to the local community. This sponsorship level includes:

- A festival size tent 10' x 20' with skirted tables, chairs located in prominent location
- Company logo listed as "Media Sponsor" on event signage, website, all printed material/electronic communications
- Member of the judging panel that judges the winners for the 2010 Best of the Best Tastes
- 80 complimentary Taste tickets (valued at \$2,000)





Media Partner - (\$5,000 Value)

- 10'x10' tent with skirted tables, chairs located in prominent location
- Company logo listed as "Media Partner" on event signage, website, all printed collateral/electronic communications
- 50 complimentary Taste tickets (valued at \$1,250)

Additional Information

Arlington Community Foundation (Beneficiary)

Arlington Community Foundation makes a difference by connecting those with resources to those with the best ideas and expertise to strengthen our neighborhoods and community, and by funding hundreds of thousands of dollars in scholarships and grants to area non-profits each year. www.arlcf.org.

Virginia Hospital Center (Beneficiary)

Virginia Hospital Center is a 350-bed, non-profit, teaching and research medical center committed to technologically advanced, compassionate, and personalized care. With more than 60 years of delivering healthcare to Northern Virginia and Washington DC area residents, they have deep ties to the community and are dedicated to achieving better patient outcomes, quality, and service. www.virginiahospitalcenter.com.

Transportation

The event is accessible by Metro (Ballston Station on the Orange Line). Parking at \$1/day is available at the Ballston Public Parking Garage at 665 North Glebe Road adjacent, to the Ballston Common Mall. Bike valet provided at event.

Media Contact:

Pamela Kahn, *Executive Director*

Ballston Partnership

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703.528.0311 (Fax)

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About Ballston Partnership

The Ballston-Virginia Square Partnership is a public-private organization of citizens, real estate professionals, businesses, civic and condominium associations, educational institutions and non-profits with the mission of promoting and enhancing the Ballston and Virginia Square areas as desirable communities in which to live, learn, work, shop and play. Founded in 1985, it has played a role in, and continues to influence, the development decisions and environmental enhancements for these two urban villages. www.iloveballston.com.





About Clarendon Alliance

The Clarendon Alliance is a public-private partnership chartered by the Arlington County Board in 1986 to promote the health and vitality of Clarendon, Arlington's original downtown commercial district, and its surrounding areas. We market existing businesses in Clarendon and the community in general. Members of the Alliance include commercial property owners, small and large businesses, financial institutions, government representatives, neighborhood community groups and individuals.

www.clarendon.org.

About Rosslyn BID and Rosslyn Renaissance

Rosslyn Renaissance and the Rosslyn BID are sister organizations that together serve the Rosslyn community. Rosslyn Renaissance plans for future development throughout the greater Rosslyn area. The Rosslyn BID provides amenities and services within the 17-block commercial office core. www.rosslynva.org.

About Columbia Pike Revitalization Organization

The Columbia Pike Revitalization Organization (CPRO) is a 501(c)(3) non-profit, public/private partnership. Established on May 14th, 1986, CPRO is a coalition of businesses, civic associations, property owners, and individuals working with the Arlington County Government. It works to provide direction and support to improve and revitalize Columbia Pike and its adjacent neighborhoods. www.columbiapike.org.

About Crystal City BID

Established in April of 2006, the Crystal City Business Improvement District (BID) is creating a soul for Crystal City. A public-private partnership, the BID is providing a higher level of service to visitors, workers and residents in Crystal City - driving to become world-class destination in both Arlington and the greater DC region. Crystal City now features an abundance of fine restaurants, cafes, specialty stores, outdoor movie nights, bike trails, and two award winning theaters with Arena Stage and the Washington Shakespeare Company. www.crystalcity.org.



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Media Sponsorship Contract

Sunday, May 16, 2010 from 12-5PM

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Please indicate how Company should be listed: _____

Contact Name: _____ Phone: _____

Email: _____

Sponsor Level: Media Sponsor Media Partner

PRINTED Name of Key Contact

SIGNATURE of Key Contact

Date

Please sign the contract and email, fax or mail it to:

Taste of Arlington c/o Ballston Partnership
2807 North Glebe Road, Suite 515
Arlington, Virginia 22207

FAX: 703.528.0311 EMAIL: PAMELA@ILOVEBALLSTON.COM

