

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.**

Sponsorship Opportunities & Benefits

Please keep in mind that the deadline for all restaurants is **FRIDAY, FEBRUARY 26th, 2010**. Due to printing deadline constraints, only sponsors who confirm by March 12th will be included in ALL marketing materials. After March 12th, other promotional opportunities/alternatives will be available to those who are unable to make the production deadline.

Premier Sponsor - \$20,000 (One Available)

As the main 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:

- Corporate size (20'x20') lounge with beverage bar, designated valet, skirted tables, chairs located in a prominent location at the event
- Top placement of company logo and name on/in:
 - Festival Stage
 - Taste of Arlington Festival Banner
 - Advertising
 - All printed promotional materials distributed throughout Metro DC
 - Taste of Arlington website
 - Listing in Taste of Arlington brochure





- Extensive promotion from the organizers prior to event: Ballston Partnership, Clarendon Alliance, Columbia Pike Revitalization Organization, Rosslyn Renaissance, Rosslyn BID, and Crystal City BID. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Special acknowledgement during Festival Stage announcements
- Naming rights for the judging panel that determines the winners for the 2010 Best of the Best Tastes.
- (50) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors
- Premier placement in program book (10,000)
- Exposure/Recognition on event website for one year

Presenting Sponsor - \$10,000

As a top-tier 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:

- Corporate size (20'x20') tented area with skirted tables, chairs located in a prominent location at the event
- Company logo representation and name on/in:
 - Festival Stage
 - Taste of Arlington Festival Banner
 - Advertising
 - All printed promotional materials distributed throughout Metro DC
 - Taste of Arlington website
 - Listing in Taste of Arlington brochure

Supporting Sponsor - \$10,000 (In-Kind)

- 10'x20' tented area with skirted tables, chairs located in a prominent location at the event
- Company logo representation and name on/in:
 - Festival Stage
 - Taste of Arlington Festival Banner
 - Advertising
 - All printed promotional materials distributed throughout Metro DC
 - Taste of Arlington website
 - Listing in Taste of Arlington brochure
- Extensive promotion from the organizers prior to event: Ballston Partnership, Clarendon Alliance, Columbia Pike Revitalization Organization, Rosslyn Renaissance, Rosslyn BID, and Crystal City BID. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements
- Member of the judging panel that judges the winners for the 2010 Best of the Best Tastes
- (30) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees,





customers, vendors

- Ad listing in program book (10,000)
- Exposure/Recognition on event website for one year

Corporate Hospitality Tent - \$7,500 (Two Available)

- Corporate size (10'x30') tented area with skirted tables, chairs located in prominent location
- Company logo representation and name on/in:
 - Taste of Arlington Festival Banner
 - Advertising
 - Premier placement in all printed promotional materials distributed throughout Metro DC
 - Taste of Arlington website
 - Listing in Taste of Arlington brochure
- Extensive promotion from the organizers prior to event: Ballston Partnership, Clarendon Alliance, Columbia Pike Revitalization Organization, Rosslyn Renaissance, Rosslyn BID, and Crystal City BID. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements.
- Member of the judging panel that judges the winners for the 2010 Best of the Best Tastes
- (20) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors.
- Ad listing in program (10,000)
- Exposure/Recognition on event Web site for one year

Festival Patron - \$5,000

- Corporate size (10'x20') tented area with skirted tables, chairs located in prominent location
- Company logo representation and name on/in:
 - Taste of Arlington Festival Banner
 - Advertising
 - All printed promotional materials distributed throughout Metro DC
 - Taste of Arlington Web site
 - Listing in Taste of Arlington brochure
- Extensive promotion from the organizers prior to event: Ballston Partnership, Clarendon Alliance, Columbia Pike Revitalization Organization, Rosslyn Renaissance, Rosslyn BID, and Crystal City BID. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements
- (10) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors.





- Ad listing in program (10,000)
- Exposure/Recognition on event website for one year

Green Sweep - \$3,000 (or In-Kind Trade Exchange)

In keeping with Arlington County's mission to have low to no waste events, we are looking for a waste management/clean up company to sponsor the clean up and recycling for Taste of Arlington.

- Corporate size (10'x10') tented area with skirted tables, chairs located in prominent location
- Company logo representation and name on/in:
 - Taste of Arlington Festival Banner
 - Advertising
 - All printed promotional materials distributed throughout Metro DC
 - Taste of Arlington website
 - Listing in Taste of Arlington brochure
- Extensive promotion from the organizers prior to event: Ballston Partnership, Clarendon Alliance, Columbia Pike Revitalization Organization, Rosslyn Renaissance, Rosslyn BID, and Crystal City BID. Promotional vehicles include newsletters, email blasts, press releases, website, cross-promotion at other events, etc.
- Acknowledgement during Festival Stage announcements
- (5) Complimentary Taste ticket books with 8 tastes per ticket for distribution to your VIPs, employees, customers, ad vendors.
- Ad listing in program (10,000)
- Exposure/Recognition on event website for one year

Festival Booth - \$1,500

- 10'x10' display area with skirted table, chairs and signage at event
- Company name representation on/in:
 - Recognition signage at event
 - Select promotional materials distributed throughout Metro DC
 - Taste of Arlington website
 - Listing in Taste of Arlington brochure
- (5) Complimentary Taste ticket books with 8 tastes per ticket book for distribution to your VIPs, employees, customers, vendors.
- Exposure/Recognition on event Web site for one year

Block Ticket Sales Promotion

This promotional offer is great for organizations that want to buy tickets in bulk at a reduced rate to provide to company employees, staff, tenants, or other promotional purposes. Deadline for block ticket sales is **APRIL 23, 2010**. Companies that





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- Exposure/Recognition on event website for one year

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23rd Annual Taste of Arlington



Sponsorship Pledge Contract

Sunday, May 16, 2010 from 12-5PM

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Please indicate how Company should be listed: _____

Accounting Contact Name: _____ Phone: _____

Email: _____

Marketing Contact Name: _____ Phone: _____

Email: _____

Sponsor Level:

Premier Sponsor (\$20,000)	Festival Patron (\$5,000)	Festival Sponsor (\$1,000)
Presenting Sponsor (\$10,000)	Green Sweep (\$3,000/In-Kind)	Festival Friend (\$500)
Supporting Sponsor (\$10,000 In-Kind)	Block Ticket Sales Sponsor (\$1,000)	Patron (\$250)
Corporate Sponsor (\$7,500)	Festival Booth (\$1,500)	

**By signing this contract, please note that you are pledging that your organization will be present the day of the event AND fully prepared to participate rain or shine.*

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



23rd Annual Taste of Arlington



Sponsorship Fee Form

Sunday, May 16, 2010 from 12-5PM

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Please indicate how Company should be listed: _____

Contact's Email: _____

Sponsor Level:

- | | | |
|---------------------------------------|--------------------------------------|----------------------------|
| Premier Sponsor (\$20,000) | Festival Patron (\$5,000) | Festival Sponsor (\$1,000) |
| Presenting Sponsor (\$10,000) | Green Sweep (\$3,000/In-Kind) | Festival Friend (\$500) |
| Supporting Sponsor (\$10,000 In-Kind) | Block Ticket Sales Sponsor (\$1,000) | Patron (\$250) |
| Corporate Sponsor (\$7,500) | Festival Booth (\$1,500) | |

Total Amount Due : _____

***Received On or Before FEBRUARY 26th, 2009**

PRINTED Name of Contact

SIGNATURE of Contact

Date

Please mail this form WITH your payment payable to "Taste of Arlington":

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

- OR -

Pay online HERE and email this form to Pamela@iloveballston.com

- OR -

