

Ballston



Business Improvement District



MAY 18, 2014
NOON - 5PM



SPONSORSHIP INFO & BENEFITS



SPONSORSHIP INFORMATION AND TASTE OF ARLINGTON UPDATE

The Ballston Business Improvement District's 27th Annual Taste of Arlington is the largest food+beer+wine+kids+dog festival showcasing the diversity of Arlington's food scene and attracting over 20,000 food lovers from all over the region. More than 50 of Arlington's favorite restaurants and most exciting chefs will serve up their specialties at this year's festival! **We would be extremely pleased if your restaurant would support this event and the Arlington community through your participation.**

Taste of Arlington will be located along Wilson Boulevard from N. Glebe Road to N. Quincy Street and from Wilson Boulevard along N. Stuart Street near the metro station. **The hours are from noon to 5pm on Sunday, May 18th.** Taste of Arlington is a rain or shine event; tickets are non-refundable. The exciting and highly anticipated annual festival transforms Wilson Boulevard and neighboring streets into a family-friendly street festival with dining, music and entertainment for all ages.



In 2013 the Arlington Food Assistance Center (AFAC) gleaned non-perishable food items from Taste of Arlington and \$7,500 was contributed to the organization from the event. A portion of each ticket sold this year will once again contribute to AFAC. AFAC is a community-based non-profit that provides supplemental groceries to Arlingtonians in need. AFAC serves approximately 1,600 families each week.

NEW THIS YEAR:



GIRLS ON THE RUN 5K is a healthy way to kick-off this year's Taste of Arlington festival starting at 10am. Northern Virginia's most family friendly 5K, the Girls on the Run 5K invites community runners to come run with hundreds of Northern Virginia girls who are celebrating the completion of the Girls on the Run program. A curriculum-based program, Girls on the Run fosters a respect for healthy living while celebrating each girl! Runners of all ages are welcome at the 5K.



EXPANDED BEER & WINE PAVILION AND CONCERT STAGE featuring



Sponsored by:



KIDZONE STAGE featuring teen bands, puppet show, magic and special dance performance along with games provided by the Washington Capitals and Wizards.

WORLD PUP TOURNAMENT in the Bark Park with DC United.

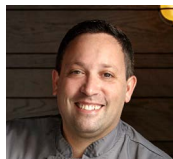


Sponsored by:



RESTAURANT CHALLENGE "SHOW DOWN"

The semi-finalists will compete for the Fan Favorite of the day award.



FEATURING:
Chef
Mike Isabella

Sponsored by:

Brookfield

VIP CHAMPAGNE PAVILION TICKETS

Unlimited beer, wine, champagne and hors d'oeuvres and opportunity to watch the Best of the Best judging inside the VIP Tent.

Sponsored by:



FRED SCHNIDER INVESTMENT GROUP LLC

EVENT SCHEDULE

- 8am** Arrival to set up booths
- 11am** Clear Wilson Boulevard of all vehicles
- Noon** Event begins
- 3pm** Awards judging in VIP Pavilion
- 5pm** Event ends - clean up booth space
- 6pm** All spaces clean and vendors departed

PARKING

The event is accessible by Metro (Ballston station on the orange line). Parking is available at the Ballston Common Mall public parking garage accessed via N. Randolph Street or N. Glebe Road.

ADMISSION/TICKETS

General Admission is FREE and ticket books and tastes, beverages and KidZone activities are priced as follows:

EARLY-BIRD PRICING PURCHASED ONLINE AT WWW.TASTE OF ARLINGTON.COM BEFORE MAY 1ST

- \$15 KidZone books*** (10 Tickets)
- \$30 Food/drink books** (10 Tickets)
- \$100 VIP Champagne Pavilion pass** (unlimited drinks and appetizers)

Booth sponsors receive 2 complimentary VIP Champagne passes.

PURCHASED ONLINE AT WWW.TASTE OF ARLINGTON.COM AFTER MAY 1+ AT THE EVENT

- \$20 KidZone books*** (10 Tickets)
- \$35 Food/drink books** (10 Tickets)
- \$110 VIP Champagne Pavilion pass** (unlimited drinks and appetizers)
Booth sponsors receive 2 complimentary VIP Champagne passes.

Harris Teeter is selling discounted tickets at their store locations beginning April 23rd for \$25 a book up to the day before Taste of Arlington. Locations are as follows:



LEE HARRISON

2425 N Harrison St., Arlington, VA 22207

PENTAGON ROW

900 Army Navy Dr., Arlington, VA 22202

HYDE PARK PLAZA

600 North Glebe Rd., Arlington, VA 22203

SHIRLINGTON VILLAGE

4250 Campbell Ave., Arlington, VA 22206

POTOMAC YARDS

3600 S Glebe Rd, Ste W100, Arlington, VA 22202

* KidZone tickets are used for face painting, games, and KidZone food and beverage tastes for children.

DEADLINES

THE PARTICIPATION DEADLINE FOR SPONSORS IS FRIDAY, APRIL 17, 2014.

- Due to printing deadline constraints, only sponsors that confirm by April 17 will be included in ALL marketing materials including 5,000 maps distributed at the event.
- After April 17 other promotional opportunities may be available to those who are unable to make the production deadline.

MEDIA EXPOSURE

Restaurants may sponsor their booth, or other opportunities at Taste of Arlington to gain additional exposure. As a participating sponsor, you will benefit from the extensive media exposure and promotional campaigns focused on the Taste of Arlington. An example of the web, social media and print publicity includes:

- MIX 107.3
- Radio 99.5, 97.1, 98.7
- Arlington Magazine
- Sun Gazette
- Washington City paper
- Washington Business Journal
- Ballston Metro advertising
- Ballston Common Mall advertising
- The Patch (Taste of Arlington website)
- WUSA Channel 9
- News Channel 8
- On Tap Magazine
- Arlnow
- Ballston BID Facebook
- Ballston BID Twitter
- Bisnow

From receipt of your contract until May, your sponsor name, logo and a hyperlink to your website will be displayed prominently on the Taste of Arlington 2014 website: www.tasteofarlington.com.

The Ballston BID will engage consumers, sponsors and Arlington restaurants through our e-News "Ballston Magnet" edition, Facebook page and Twitter postings on topics not only about the event, but these platforms will also push out stories that relate to product or service offers and company news-both national and Virginia-focused-that would draw the interest of this audience. We encourage you to contact us with timely promotions and news about your company to help broadcast the information.

TWITTER ELIGIBILITY

With many powerful sponsors and actively followed restaurant participants, it will be advantageous to connect with these audiences through cross-promotion on Twitter and Facebook. Participating restaurants will be encouraged to follow and mention the Taste of Arlington account for the May 2014 event (Twitter: @TasteArlington & Facebook: Taste of Arlington) to drive your traffic and messaging to the event's social media accounts with real time information on the festival. The Ballston BID will be using the 2014 Taste of Arlington hashtag (#TOA2014) to allow sponsors, restaurants and patrons to engage & follow the conversation about the event. The Taste of Arlington Twitter & Facebook pages will also use your establishment's account (if provided in the contract) in any relevant posts to in turn help increase your followers, your Twitter audience and overall reach.

SPONSOR INFORMATION

- Your booth must be operational the full 5 hours of the event (noon to 5pm).
- Your space may not be left unattended.
- You must clean up your booth space and remove all trash completely by 6pm.
- All participants must abide by local, county and state laws.

SIGNAGE

The Ballston BID will provide each company with a tent and banner.

SPACE ASSIGNMENT

Please indicate on the contract if there are any specific Arlington companies which are direct competitors of yours that you wish to avoid in your space assignment. We cannot guarantee your placement will not be near these companies, but we will do our best to provide at least one booth space distance if possible.

SET UP

Booth set up begins at 8am and must be completed by 11am. Vehicles are permitted to pull up to your booth and must immediately empty contents and exit. Any vehicle located on Wilson Boulevard beyond 11am risks receiving a ticket or removal.

AUDIENCE

We anticipate 20,000 attendees and ask that each booth be prepared to receive at least 2,000 visitors if you are distributing promotional items.

BREAKDOWN

Sponsors should immediately breakdown their space at the conclusion of the event at 5pm. All booths must be empty by 6pm, rain or shine to a dumpster or area off-site. **Any dismantling of a booth prior to 5pm will result in automatic disqualification from future Taste of Arlington events.** Volunteers will provide you with trash bags near the conclusion of the event.





BOOTH OPTIONS



10' x 10' RESTAURANT CHALLENGE BOOTH

FEE \$2,000

Your logo will be visible on the banner of a Restaurant Challenge semi-finalist booth. These booths only will be part of a special Fan Favorite vote by the public via the BID's new mobile app. These restaurant participants will be a part of press/media coverage of the Restaurant Challenge competition. Restaurant Challenge Booth sponsors receive 4 complimentary passes to the VIP Champagne Pavilion.

10' x 10' COMPANY BOOTH

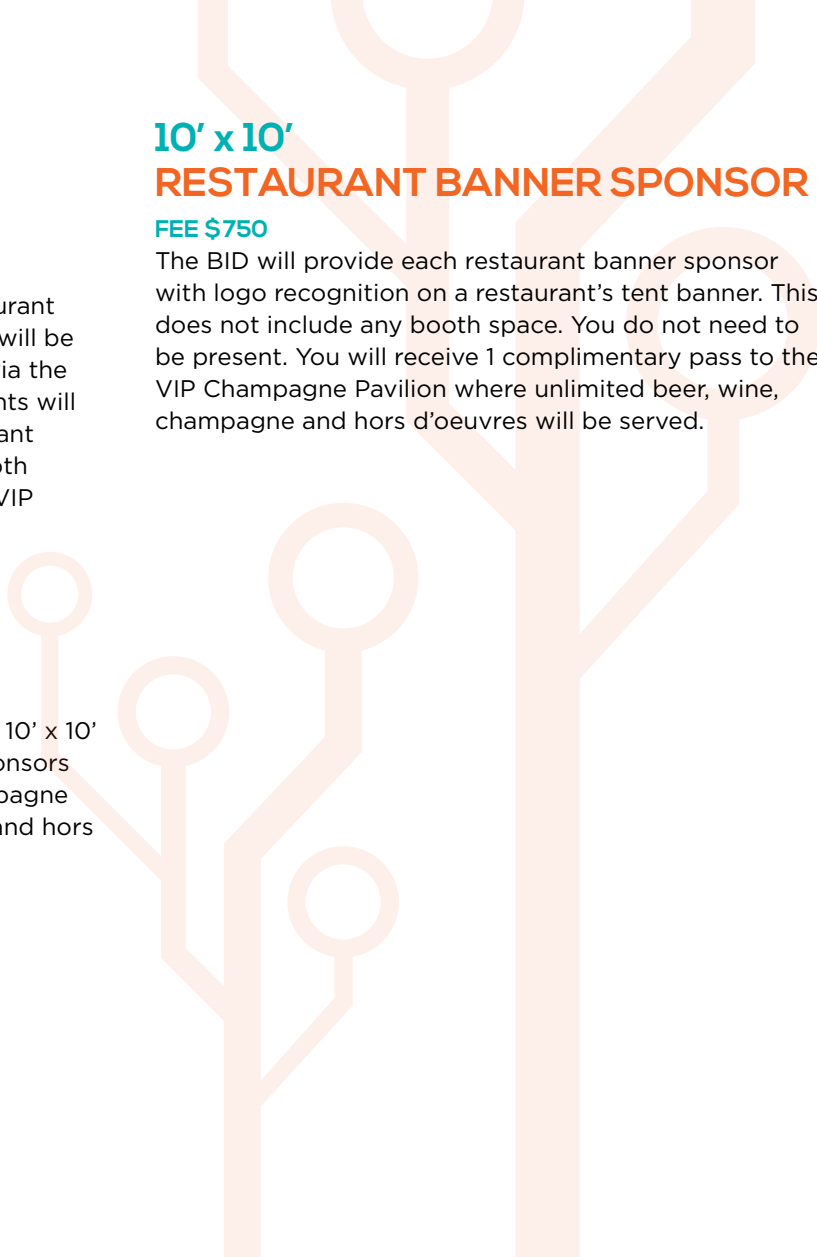
FEE \$1500

The Ballston BID will provide each sponsor with a 10' x 10' tented space, one 6' table and 2 chairs. Booth sponsors receive 2 complimentary passes to the VIP Champagne Pavilion where unlimited beer, wine, champagne and hors d'oeuvres will be served.

10' x 10' RESTAURANT BANNER SPONSOR

FEE \$750

The BID will provide each restaurant banner sponsor with logo recognition on a restaurant's tent banner. This does not include any booth space. You do not need to be present. You will receive 1 complimentary pass to the VIP Champagne Pavilion where unlimited beer, wine, champagne and hors d'oeuvres will be served.



SPONSORSHIP OPPORTUNITIES AND BENEFITS



2014 TASTE OF ARLINGTON TITLE SPONSOR EXCLUSIVE OPPORTUNITY

INVESTMENT: \$20,000
TWO-YEAR: \$15,000 (PER YEAR)

- As the title sponsor of 2014 Taste of Arlington, the event would be identified in all promotional materials presented by your company name.
- As title sponsor, your company would be identified as a premier sponsor of the Girls on the Run 5k.
- 60,000 tickets will have your logo — tickets will be sold online and at Harris Teeter Arlington locations 3 weeks prior to Taste.
- The Taste of Arlington website will have your logo prominently displayed on all pages.
- We invite a company representative to welcome attendees to Taste of Arlington.
- Your logo will be featured on the main stage banner.
- We welcome your company representative to be present during live coverage interviews.
- Prime logo placement and recognition will be included on all signage, two hundred volunteer t-shirts, promotional posters, banners hung throughout the event and printed pieces including 5,000 maps.
- Your company will be mentioned in all media placed including radio, cable television, print, newsletters, e-blasts, posters, and the web (TBD).

ADDITIONAL BENEFITS INCLUDE:

- 50 Taste ticket books with 10 tastes per book for employees and customers. **VALUE: \$1,750**
- 50 passes to the VIP Champagne pavilion. **VALUE: \$3,750**

*AN EXAMPLE OF THE RADIO PLAN FROM 2013
WHERE TASTE OF ARLINGTON WOULD BE NAMED
AS PRESENTED BY YOUR COMPANY:*

- A minimum of 30 ten-second recorded promotional announcements to air throughout all day week prior to Taste with title presented by our company.
VALUE: \$15,000
- Taste ticket giveaways on the station website with a dedicated contest page, including logos, links and information, for two weeks.
VALUE: \$2,000
- Radio celebrity to take part in a “dinner crawl” at various Taste of Arlington restaurants. Radio personality to blog on station website, Facebook and tweet about the experience to include mention of your company.
VALUE: \$3,000
- Dedicated event page on the station website including logos, links and information for a minimum of three weeks.
VALUE: \$3,000
- Inclusion in one e-newsletter to station Loyal Listener database of over 40,000 listeners.
VALUE: \$2,000

2014 TASTE OF ARLINGTON KIDZONE SPONSOR EXCLUSIVE OPPORTUNITY

INVESTMENT: \$10,000

- As the KidZone sponsor of 2014 Taste of Arlington the area would be identified in all promotional materials as the KidZone presented by your company.
- Each tent in the KidZone will have your logo.
- The website will have your logo prominently displayed on all areas of the website sharing information about the KidZone.
- Your logo will be featured on the KidZone main stage banner.
- Prime logo placement and recognition will be included on all KidZone signage, promotional posters for the KidZone, and printed pieces including 5,000 maps.

ADDITIONAL BENEFITS INCLUDE:

- 20 Taste ticket books with 10 tastes per book for employees and customers. **VALUE: \$700**
- 5 passes to the VIP Champagne pavilion. **VALUE: \$375**

AN EXAMPLE OF THE ACTIVITIES PLANNED FOR THE KIDZONE:

- Teen concert stage — high school age bands will be invited to play live music on stage
- Celebration Pavilion for the Girls on the Run 5k race
- Washington Capitals and Wizards inflatable games (Slapshot mascot invited)
- DC United inflatable soccer game and representatives
- Carnival games for younger children with prizes
- Face-painting, balloons
- Restaurant booths with family-friendly food (pizza, ice cream)



2014 TASTE OF ARLINGTON VIP PAVILION SPONSOR CO-SPONSORSHIP LIMITED TO 3 SPONSORS

INVESTMENT: \$5,000

- The VIP Pavilion tent banner will include your logo.
- The website will have your logo prominently displayed on all areas of the website sharing information about the VIP Pavilion.
- Your logo will be featured on the special VIP name tags.
- Prime logo placement and recognition will be included on all VIP area signage

ADDITIONAL BENEFITS INCLUDE:

- 10 Taste ticket books with 10 tastes per book for employees and customers. **VALUE: \$350**
- 4 passes to the VIP Champagne pavilion. **VALUE: \$300**

AN EXAMPLE OF THE ACTIVITIES PLANNED FOR THE VIP PAVILION:

- Hosted hors d'oeuvres, wine, champagne and beer
- Tasting of competitors dishes in the "Restaurant Challenge" and voting for fan favorite
- Sponsors, media and press invited to enjoy Taste of Arlington in the VIP Pavilion complimentary
- Judging of the Best of the Best dishes by invited celebrity chefs, media and County official(s)
- Custom wine and beer glasses with Taste of Arlington logo and your logo given to each VIP



OTHER SPONSORSHIPS



ENTRANCE TICKET KIOSK

SPONSORSHIP: \$7,500

One of two main entrances to the Taste of Arlington where thousands of attendees will check in to either retrieve tickets or purchase them. This is a premier area of the event. Ticket kiosks will be branded with your logo and signage. Sponsorship includes a 10' x 10' space.

KIDZONE CONCERT STAGE

SPONSORSHIP: \$5,000

The KidZone concert stage will feature a teen band and performances of interest to children including magic, and dance. This will be a feature area of the KidZone where special announcements and prizes will be communicated. We invite a representative of your company to be involved in the stage program.

VOLUNTEER T-SHIRT

SPONSORSHIP: \$5,000

(includes 10' x 10' booth space) Over 200 volunteers will be working this major event from the two major entrances on Wilson Boulevard and inside the VIP Pavilion and Beer & Wine Pavilion. Your logo will be on each of these 200 t-shirts.

CHEF COATS

SPONSORSHIP: \$3,500

All 50+ restaurant Chefs will receive a custom, high-quality Cintas chef coat embroidered with the chef's name and restaurant. Your logo will be embroidered on one sleeve, Cintas on the other and the Taste of Arlington logo will appear on the chest.

NAPKINS

SPONSORSHIP: \$3,500

Your company logo on one side of all the Taste of Arlington napkins. Quantity 10,000.

WATER STATION

SPONSORSHIP: \$2,000

We will have 6 water stations placed in high traffic areas of the festival. Sponsorship includes a 10' x 10' space, water dispensers and 200 water bottles imprinted with your logo and the Taste of Arlington logo.

TRASH/RECYCLING

SPONSORSHIP: \$2,000

20,000 attendees of Taste of Arlington have one thing in common and that's needing a trash bin for their empty taste containers and cups. We will place your logo and a custom message on each trash and recycling container. This is an excellent opportunity for a business in cleaning services, waste removal or an eco-friendly business.

BALLOON

SPONSORSHIP: \$1,750

Brighten up the faces of children who are having fun not only in the KidZone but all over Taste of Arlington. Volunteers will distribute custom balloons designed with your logo to children throughout the day.

FIRST AID/LOST & FOUND

SPONSORSHIP: \$1,500

Attendees who may need TLC for minor injuries may visit our First-Aid tent. This is a 10' x 10' tent with a banner identifying your company logo as sponsor. The tent will be run by a qualified medical technician.

FACE-PAINTING

SPONSORSHIP: \$750

Sponsor one of the face-painters for the children. Sponsorship includes a 10' x 10' space and a professional artist and supplies. Your company logo will appear on the tent banner and you are invited to have your staff in the tent to assist.

BEER COASTER

SPONSORSHIP: \$1,500

Your logo and message on the beer coasters in the Beer & Wine Pavilion.

2014 TASTE OF ARLINGTON

SPONSORSHIP CONTRACT & TERMS

**BALLSTON BUSINESS
IMPROVEMENT CORPORATION**
901 N. Glebe Road, Suite 806
Arlington, VA 22203
(703) 664-1194

TASTE OF ARLINGTON SPONSORSHIP AGREEMENT

The Ballston BID wants to thank you for your sponsorship. This is an exciting and valuable business opportunity for you!
This form is interactive. Please type directly onto this form, rename it and email it as an attachment to catherine@ballstonbid.com.

CONTACT INFORMATION

BUSINESS NAME

CONTACT PERSON

EMAIL

ADDRESS

CITY

STATE

ZIP

PHONE

CELL

WEBSITE

TWITTER

FACEBOOK

TASTE OF ARLINGTON

NAME OF THE EVENT (THE "EVENT")

WILSON BOULEVARD FROM N. GLEBE TO N. QUINCY

LOCATION ADDRESS FOR EVENT

SUNDAY, MAY 18, 2014

EVENT DATE

NOON TO 5:00PM

EVENT TIME

Ballston BID hereby agrees to host Event described in the sponsorship proposal. The Sponsor agrees to provide to the Ballston BID the below listed in-kind services and/or pay the following fees. In consideration therefore, the Ballston BID shall provide Sponsor with the benefits described in the proposal. The Ballston BID reserves the right to adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

SPONSOR AMOUNT (\$USD)

SPONSORSHIP ITEM

DESCRIPTION OF IN-KIND TRADE

PAYMENT METHOD

CHECK (PAYABLE TO BALLSON BID)

CASH

VISA

MASTERCARD

AMERICAN EXPRESS

DISCOVER

CREDIT CARD #

EXPIRATION DATE

SECURITY CODE

CARDHOLDERS NAME

SIGNATURE

BILLING ADDRESS

CITY

STATE

ZIP

In the event, by causes outside the control of the host, it is necessary to postpone or cancel the Event, Ballston BID Board will review the circumstances in order to determine the best course of action with the Sponsor. Sponsor has read and agrees to the terms and conditions of this sponsorship.

SPONSOR SIGNATURE

BALLSTON BID SIGNATURE

TITLE

TITLE

DATE

DATE

2014 TASTE OF ARLINGTON

SPONSORSHIP CONTRACT & TERMS

**BALLSTON BUSINESS
IMPROVEMENT CORPORATION**
901 N. Glebe Road, Suite 806
Arlington, VA 22203
(703) 664-1194

TERMS AND CONDITIONS

SPONSOR RESPONSIBILITIES

- Payment terms:
 - 50% upon signing of Agreement;
 - 25% sixty days prior to the Event;
 - Final payment (25%) thirty days prior to Event.
- Failure to pay fees when due may result in termination of this agreement. In-kind services shall be scheduled in writing by representatives of the Ballston BID and Sponsor.
- Sponsor will advertise the event among its members, clients, customers, etc.

BALLSTON BID RESPONSIBILITIES

- The Ballston BID will print and distribute event promotions by mail, email and/or fax to its membership and others as part of its marketing of the Event.
- The Ballston BID will submit for publication announcement of the Event on area internet calendars and with area media. (Placement is not guaranteed)
- The Ballston BID will advertise the event on its website.
- The Ballston BID may provide links to sponsor's website in its event listing and elsewhere, as applicable and appropriate, as deemed by the Ballston BID.
- The Ballston BID will provide publication of the Event in its weekly and/or monthly newsletter, as applicable.

LIMITATION OF SPONSORSHIP

Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the Event. Assuming the Event is continued for the following year, the Sponsor shall have the first right to renew Sponsorship in the Event on such terms as Sponsor and the Ballston BID shall agree.

LICENSE & USAGE

Sponsor hereby grants the Ballston BID a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information [the "Proprietary Information"] owned by the Sponsor. The Ballston BID agrees that the Proprietary Information will be used only in connection

with the Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and the Ballston BID may agree.

SPONSOR UNDERSTANDINGS

Sponsor understands as follows: the dollar values set forth in the Proposal are estimates based upon general sponsorship information available to Ballston BID; the audience multiplier is based upon estimates of Taste of Arlington attendance and actual attendance figures may vary materially. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

TERMINATION

The Ballston BID may terminate this Agreement on 30 days written notice for any reason in its sole discretion. In the event of termination for any reason other than failure to provide contracted fees or services, the Ballston BID may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund 50% of any cash fee received from Sponsor by the Ballston BID.

AMENDMENTS

This agreement may be amended only by a written instrument executed by both parties.

MISCELLANEOUS

This agreement is governed by Virginia law and is binding upon all of the parties'successors and assigns. In the event that Ballston BID incurs attorney fees in the collection of any amounts due under this Agreement, Sponsor agrees to pay Ballston BID's actual attorney fees incurred in any such action.

QUESTIONS

CALL: (703) 664-1194

EMAIL: catherine@ballstonbid.com

WEBSITE: tasteofarlington.com