
Fourth Annual

TASTE OF SOUTHCOAST



Cuisine & Music

Lead Sponsor:



Restaurant Marketing / Branding Opportunity

Produced by:





February 22, 2010

Dear Restaurant Owner,

DNB, Inc. is announcing the date for the fourth annual “**Taste of Southcoast**” Festival. This event kicks off the summer tourist season in our region.

We are very pleased our lead sponsor, *Pier Fish*, continues their commitment to this event and investing in our community. In conjunction with their sponsorship, *Pier Fish* has established a \$1000 college scholarship to be awarded to a local Southcoast resident.

The “**Taste of Southcoast**” Festival features restaurants from throughout the area who will benefit from exposure to the thousands of people we expect to attend. Participating restaurants will be featured in all of the intense promotional advertising leading up to the event and Festival Program Book distributed at the event. Not to mention opportunities for bragging rights through our award program.

In this challenging economy the festival provides restaurants a cost effective opportunity to leverage over \$15,000 in public and private sponsorship investment used to set up and promote the event and participating restaurants.

The “**Taste of Southcoast**” Festival will take place on Sunday, May 16th from 12 to 4pm in Custom House Square in the Historic National Park in downtown New Bedford. This event is proving to be greatly anticipated by tourists and Southcoast residents alike, who come to enjoy the fusion of food and music.

Attached you will find more information and we look forward to your participation in this first class, family oriented festival.

If you have any questions please contact us at 508.990.2777.

Sincerely,
Diane Arsenault Nichols
Executive Director

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May 16th 12-4 pm - Custom House Square New Bedford

Restaurants will be provided with:

- * Extensive radio and print advertising
- * Board of Health permit for the day
 - * Two large circus size tents
 - * 8' long serving table
- * Wash sink with hot and cold running water
 - * Electricity
 - * Trash removal services
- * Napkins, plastic forks, knives & spoons
 - * Restroom facilities
 - * Overhead lighting
 - * Promotional banners
- * Advertising Program Book
 - * Security
- * Awards & Prizes to Restaurants:
Best Presentation - 1st, 2nd, 3rd place
People's Choice - 1st, 2nd, 3rd place

We will also feature:

- * Live entertainment
- * Free events for children
- * Beer and wine by L. Knife and Sons & Travesia Winery

Restaurants Provide:

- * **Refundable** Registration form and fee of \$100.00
 - * Small servings of food you select
 - * Man power for your booth
 - * Booth decorations of your choice
- * Sterno or steaming method of propane (up to 25 lbs.)



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May 16th 12-4 pm - Custom House Square New Bedford

REGISTRATION FORM

Refundable \$100 Registration Fee

Business name: _____

Name of owner/operator: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Cell: _____

E-mail: _____

We will sell tickets We will not sell tickets

Safe Serve Certificate Provided

Please indicate items you intend to serve

1. _____

2. _____

3. _____

Signature: _____

Deadline to register is Friday, April 30, 2010

Please Return registration form and fee to:

DNB, Inc. 105 William Street,
New Bedford, MA 02740
Attn. Diane Arsenault Nichols / Marianne Hodgson