

# Rotary



Dear Restaurateur,

It's almost time for the 2017 Taste of Abilene! This event is organized each year through the Rotary Club of Abilene. Taste of Abilene will take place on Tuesday, April 18, 2017 at the Abilene Convention Center from 5:30pm to 8:00pm, and is a unique opportunity for each restaurant to showcase their cuisine to potential consumers in our area.

By being a part of the 2017 Taste of Abilene, you will reap the benefits of knowing that you have both helped the community in many ways and of course, given excellent exposure to your restaurant through one on one interaction with potential guests and through the massive marketing program provided by the Abilene Rotary Club. The Taste of Abilene is the largest fundraiser of the year for the Rotary Club of Abilene. In the past 11 years, over \$400,000 has been given for local grants and scholarships.

**As a featured restaurant at the 2017 Taste of Abilene you will receive:**

- **FREE 10x10 Booth**
- **Your logo and featured "taste" on a menu handed to each patron**
- **Your name and website link on tasteofabilene.com and other social media**
- **Your name on placemats at each seat during the event**
- **Photos of the event and your booth on the Taste of Abilene Facebook page & website**
- **Mentions & listings on PSA's, live TV spots, radio promotions & various Social Media Platforms**
- **Exposure to over 1500 people at the event from all over the Big Country**
- **Your name on sponsorship banners and the opportunity to decorate and merchandise your booth as you would like, as well as sponsorship tables.**
- **Your name on posters at the event**
- **The opportunity to hand out menus, catering information, coupons and--of course--promote your company!**

Booth space is limited, and the event has now grown to an invite only event for our restaurants & vendors!

This is a great event for the city of Abilene and for each of the restaurants that participate. The majority of exhibitors return year-after-year, and are very happy with the exposure they receive. It's an upbeat, fun event, with everything from appetizers to desserts, live music, drinks, and coupon giveaways.

The Rotary Club of Abilene would like to thank you for considering being a part of this AMAZING event!

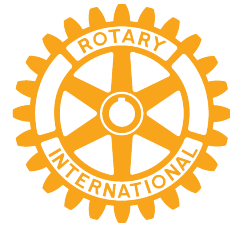
Thanks,

A handwritten signature in black ink that reads "Kayla Christianson".

**Kayla Christianson**

Taste of Abilene Co-Chair  
Rotary Club of Abilene

# Rotary



## Here's your invitation to the 2017 Taste of Abilene on Tuesday, April 18th at the Abilene Convention Center.

All proceeds will benefit nonprofits selected by the Rotary Club of Abilene. VIP's will be allowed to enter and start sampling at 5:30 p.m. Regular serving hours will be from 6:00-8:00 p.m. We will have a total of 1500 tickets available.

Name of Establishment \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type or Name of Food(s) you would like to serve (please be descriptive):

---

---

You will be allowed a total of **4 staff** working each booth. Due to the overall short serving period, restaurants are limited to one shift of 4 staff members. We encourage you to **promote yourselves** by giving away To-Go menus, business cards, coupons, flyers, or promotional items. You may also hang up signage, banners, etc., on the front of or behind your 10x10 booth. We will be giving out an award for **Best Booth** in terms of decorations and company relevance! The guests will also vote for their **Favorite "Taste"** from their favorite booth, so bring the best you've got! Your food choice will be promoted on a **printed menu** for each patron. Menus will be printed on **April 14th**; if we do not receive your selection before then, it will not be included.

If you have any questions or need assistance with serving selections, please contact **Robert Morris** at 325.829.0463. We want a wide selection of food for the attendees, so **you can best guarantee your food choices by reserving early. Submit this form now - for full media exposure, return it by 3/15/17.** These spaces are first come, first serve, and we will depend on your prompt response. Attendance is mandatory once you sign up. If you cancel after advertising has been released, you will be charged a fee of \$250 (since your name will be mentioned in advertising).

**There are a limited number of booths available. RSVP quickly to reserve your space!**

**Submit this form to Kayla Christianson at [kayla@abilenerotaryclub.com](mailto:kayla@abilenerotaryclub.com), fill it out online at [tasteofabilene.com/signup.html](http://tasteofabilene.com/signup.html), or fax it to 325.698.0398.**

**You may also call IN-Focus Digital at 325.672.0715 to reserve your space.**  
*We will contact you with a list of reminders and guidelines before the event.*