



Kidango Presents **TASTER'S SHOWCASE** *Nourishing the Children of Our Community*

44000 Old Warm Springs Blvd.
Fremont, CA 94538
510/897-6943
Kathleen.troyer@kidango.org
www.tastersshowcase.org

Chair
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Committee Members
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Rick Geha
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Bill Harrison
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Dr. Sowmya Krishnan
Camille Erin Llanes-Fontanilla
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Dianne Jackson McLean, Esq.
Kathryn Mertens
Paul B. Miller
Anette Raichbart-Saxe
Dr. Raj Salwan
M. Shams Tabrez
Nancy Thomas
Jan Vincent

Dear Friend of Children,

We are thrilled that you are considering participation in our Taster's Showcase event. This year marks the 15th anniversary of this food and wine extravaganza and we would be delighted to have you join us for this commemorative year. This year's event will be held on **1 – 5 p.m. on Sunday, April 18, 2010 at the Fremont Marriot** located at 46100 Landing Parkway, Fremont, CA 94538.

Kidango nourishes the minds, bodies and souls of over 2,500 children daily in Alameda and Santa Clara Counties by providing them with exceptional learning opportunities and support services. Our goal this year is to raise \$75,000 to support our vital programs including our preschool, school age, nutrition, mental health and early intervention programs.

Taster's Showcase is Kidango's premier benefit event. It is through the continued participation of restaurants, caterers, wineries and beverage suppliers like you that we are able to create such a fun and unique event.

As a Taster's Showcase participant, we ask that you provide at least 400 sample-sized servings of your chosen food, wine or beverage plus 1-2 employees to represent your table at the event. In return, Taster's Showcase will provide your business with:

1. Media exposure before, during and after the event.
2. The opportunity to showcase your business to local clientele.
3. A competition with other local businesses in our Best Food Categories and Wine Ribbon Categories.
4. A venue to showcase your business's commitment to support the children of our community.

Choosing to participate by **March 19, 2010** guarantees your place at the event. While we recognize the current state of our economy, and understand your business's challenges, we hope that you join us in making a difference in the lives of children.

Please fill out the following participation form and send it back today! If you cannot participate as an event vendor, we would greatly appreciate a gift certificate for lunch or dinner for two people to use in our Grand Prize Drawing.

Sincerely,
The Taster's Showcase Vendor Committee

Nancy Thomas

Robin Hobbs

Anette Raichbart-Saxe

Jan Vincent

Taster's Showcase is a 501c3 charity recognized by the IRS, so your support is tax-deductible to the extent allowed by law. Tax ID #94-2581686.





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By participating you receive (based on commitment by March 19, 2010):

- Link from our website (www.tastersshowcase.org) to your website.
- Name, address, description & special offer printed in 500 brochures distributed at the event.
- Information you provide (menus, flyers, etc.) inserted in bags given to each attendee at the event.
- Listing in our newsletter (circulation 6,500).
- Listing on all Taster's Showcase advertisements placed in various Bay Area media outlets.
- Possibility of being featured on local TV and cable community shows.

Prizes will be awarded for best performance in the following categories:

Entrée ~ Meat, Entrée ~ Seafood, Entrée ~ Poultry, Entrée ~ Vegetarian, Specialty Food, Homemade Dish, Appetizer, Starter, Dessert, Wine, Special Beverage and Table Decoration/Presentation

Tentative Schedule for Sunday, April 18, 2010 (please note the extended hour):

10:00 a.m. - 12:00 p.m.	Doors Open to Vendors for Set-up
12:00 pm. – 1:00 p.m.	Guest Registration Starts (until 2 p.m.) Food Judging
1:00 p.m. – 3:45 p.m.	Food and Wine Tasting, Drawing, Auction
3:45 p.m. – 4:30 p.m.	Awards Presentation, Sponsor Recognition, Grand Prize Drawing
4:30-5:00 p.m.	Closing Ceremony
5:00 p.m.	Clean up begins

Kidango provides:

- One 6 foot table with table cloth (tables will be assigned). You can request two tables if needed.
- Paper plates and plastic forks (unless you request otherwise) and napkins.
- Wineries only: ice and ice tub, water pitcher and dump bucket.
- Every attendee (over the age of 21) receives a wine glass.

We ask that you provide:

- Serving dishes and serving utensils (indoor equipment to heat food only, **no cooking at event**).
- Enough food/drink for at least 400 samplings of each item served.
- A gift certificate for lunch/dinner for two to be used as part of our Grand Prize drawing.
- Optional: Personalized table decorations and marketing materials (highly recommended).

Special Needs:

- Please let us know on the *Vendor Participation Form* if you need access to an electrical outlet at the event. They are extremely limited and will be assigned by the committee.
- If you have any problem staffing your table, please notify us as we may be able to find volunteers to help.

Suggestions:

- Bring a bowl in which attendees can deposit their business cards, a good way for you to add to your mailing list.
- Give attendees special promos for this event - coupons offering 2 for 1 or a free glass of wine with dinner or discounts for special hours - anything to bring attendees to your business.
- Attract attention to your table with a food demonstration or eye popping food display.



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TASTER'S SHOWCASE
 Sunday, April 18, 2010, 1-5 p.m.

**Restaurant, Winery, Food or Beverage
 Participant Commitment Form**

PLEASE SUBMIT THIS FORM BY March 19, 2010

Attention: Kathleen Troyer

Fax
 (510) 897-6909

Mail
 44000 Old Warm Springs Blvd
 Fremont, CA 94538

Email
Kathleen.troyer@kidango.org

DATE: _____ PAGE 1 OF: _____

Company Name: _____

Address: _____

Phone #: _____ Fax #: _____

Email: _____

Website address: _____

Contact Person's Name: _____

Yes, I will participate.

I plan to compete in the following prize categories (select all that apply):

- | | | |
|--|---|---|
| <input type="checkbox"/> Homemade Dish | <input type="checkbox"/> Specialty Food | <input type="checkbox"/> Soup |
| <input type="checkbox"/> Entrée ~ Poultry | <input type="checkbox"/> Appetizer | <input type="checkbox"/> Wine |
| <input type="checkbox"/> Entrée ~ Seafood | <input type="checkbox"/> Salad | <input type="checkbox"/> Special Beverage |
| <input type="checkbox"/> Entrée ~ Meat | <input type="checkbox"/> Dessert | <input type="checkbox"/> Table Decoration |
| <input type="checkbox"/> Entrée ~ Vegetarian | | |

Yes, I will donate a gift certificate for lunch or dinner for two or: _____

Yes, I will sell tickets to the event Yes, I will display an event poster at my business

Don't forget a description of your business. Your company name, address, phone, email and website will automatically be listed in the program brochure.

I am emailing my description to cllanes@kidango.org by **April 2, 2010**.

I will mail or fax a description by **April 2, 2010**.

Please use the attached description.

Special Needs (please specify your needs in detail):

Electrical (very limited): _____

Volunteer Help: _____

Other: _____



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Sunday, April 18, 2010, 1-5 p.m.

**Restaurant, Winery, Food or Beverage Distributor
Write-Up**

One more thing!

We need a brief description of your business for the program brochure so that your business can receive full exposure to all the guests at the event.

Your address, phone number and website from the previous form will already be included.

Please send a brief (**one** paragraph, 3-5 sentences) description of your business, your specialties, or whatever makes your business unique.

Please reply by **April 2, 2010** in order to make it into the program in time for sending to print. Submit this description to Camille Llanes-Fontanilla via fax 510-897-6909 or email cllanes@kidango.org.

If you would like to include a special offer to entice event guests to visit your business after the event, please specify your offer and exact terms and conditions here. We will place your offer, in the form of a coupon, next to your business description in our event program (see example below). Offer cannot exceed space of 2 in. x 3 in.

Kidango Café

**Bring this coupon and receive
15% off your next bill
of \$10 or more.**

Offer valid Monday-Friday only.
Expires 5/30/2010