

The 2021 Taste of Queen Anne most aims to be out most inclusive event yet. We envision this year's Taste as a walking food tour of Queen Anne showcasing as many of our fantastic local bars, coffee shops, and eateries as possible. We have chosen Sunday, August 22nd as the date of this year's Taste.

Each shop will provide a "Taste" (or two, consider things like a Veg option for meat items). A Taste should be 2-3 bites, or a portion equal to \$3 with cost and prep.

We will treat the sales of the "Tastes" like a catering (a set price x number of items sold) contract. Our price point per Taste will be between \$2-3. We will be selling them for around \$10 with proceeds befitting Queen Anne Helpline. You are more than welcome to encourage folks to purchase from your house food and drink menu during the event. We are hoping they will. Let the 'Taste' represent you and bring them in for more!

In previous years food has been generously donated to the Taste of Queen Anne. Given COVID's impact on the economy we would like to drive business to you with the year's Taste. If you would like to consider donating your portion back to QA Helpline, we can make arrangements accordingly, but this is in no way expected.

We will provide presold tickets for food items and participants will be identified with wristbands. You can sell a "Taste" to non-participant, walk-up customers for \$10 with a 60/40 QA Hotline Split. If you would rather not deal with that, we are happy to keep it tickets only.

We will provide participating businesses with promotional signage and social media links to share. We would love for you to set up on the sidewalk in front of your business but if you would like to bring folks inside that's fine too. Please just clearing indicate your participation with the signage provided. We will have room on for a few booths and food trucks. We hope to have picnic tables and seating available in a designated area for sitting down to enjoy your Tastes. The laid out is still TBD. This should be firmed up by May.

So that we don't have a run on a particular item. We will let you know what others are serving as we receive their menu items. You will be asked to provide detailed information regarding ingredients for dietary allergies for our guide. These submissions will be first come first serve, so if you wish to showcase a signature dish, please reach out soon than later.

The event will run from noon – 8 pm with the beer garden open till 10 pm. If you would like to vend specifically in this area, please reach out.

LOGO/Promo Materials

Here is a basic copy of the Taste graphic. We are happy to provide it in any form you might need.



Please submit a 300x300 copy of your business' logo and an optional photo or sketch of your items on deadline. PNG or JPG preferred. Vector graphics welcome.

Taste@queenannehelpline.org

DEADLINES

MAY 15, PACKETS GO OUT/ANNOUCEMENT

MAY 25, PARTICIPATION CONFIRMATION

JUNE 5, MENU ITEMS DUE

JUNE 15, LOGOS, SOCIAL MEDIA ADDRESSES, MENU ART OR PHOTO DUE

JULY 1, CONTRACTS DUE

JULY 10, PRESS ANNOUCEMENTS GO OUT/OFFICIAL ONSALE

JULY 25, MENUS/MAPS TO PRINT

AUGUST 1, FINAL LAYOUT AND MAP TO ALL

AUGUST 15, SITE WALK THROUGH/PARTICIPANTS MEETING

MATERIAL DISTRIBUTION- **PARTICIPATION SIGNAGE**, **TICKETING SHEET** (A COPY OF WHAT OUR TICKETS AND WRISTBANDS LOOK LIKE FOR PARTICAPANTS-this should be posted for employees for easy reference), **TALLY FORM** (TO TALLY SALES/TICKET INTAKE AT THE END OF THE DAY), AND **A COLLECTION BAG** TO KEEP ALL TURNED IN TICKETS.

AUGUST 22, READY FOR TASTERS AT NOON

Sponsors

Queen Anne Helpline has a sponsorship program that encourages corporate and small business donors to support us throughout the year. In exchange we promote their brands and products at our events. We also provide complementary admission to some high-level donors and discounts for employees to attend. Sponsors are featured in all our event promotions-visually- and mentioned in all public communications. If you would like to participate on a sponsorship level for our 2021 event season, please reach out to taste@queenannehelpline.org and we can customize a participation/sponsorship package that works for you.

We hope to maximize exposure to your businesses and increase customer loyalty as a result of your participation in the Taste. We also hope to draw folks from other neighborhoods and introduce them to Queen Anne food culture by creating a destination event.

