



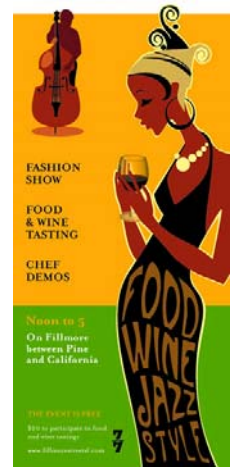
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**2nd ANNUAL**  
**THE TASTE OF FILLMORE**  
**RESTAURANT/MERCHANT APPLICATION**  
**SATURDAY, OCTOBER 16, 2010~ 12 PM to 5 pm**  
**Fillmore Street ~ Bush to California**

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**Bringing back the successful event on Fillmore:**

The Fillmore Merchants Association and Steven Restivo Event Services, llc would like to invite you to participate in the second Annual *Taste of Fillmore*. Last year was the first annual and we are bringing back the Event with improvements. We will close two blocks of Fillmore Street between Bush & California and offer “Tastes” of Fillmore merchants and restaurants. The event will include food sampling, wine tasting and jazz. In addition, we will have a cooking demonstration stage with chefs from Fillmore Street Restaurants and a Fashion Show to showcase Fillmore Street boutiques. **There is NO FEE for your business to participate in this event and we can provide you with a huge amount of FREE promotion and marketing for your business.**

The event is free to the public. If the attendees would like to participate in the sampling program they will need to purchase a \$20 “Tasting Wristband” prior to the event or on-site. For more information on the event, please visit [www.SRESproductions.com](http://www.SRESproductions.com) click on events, then click on *Taste of Fillmore* or give us a call at 415-456-6455.

**How can I participate?**

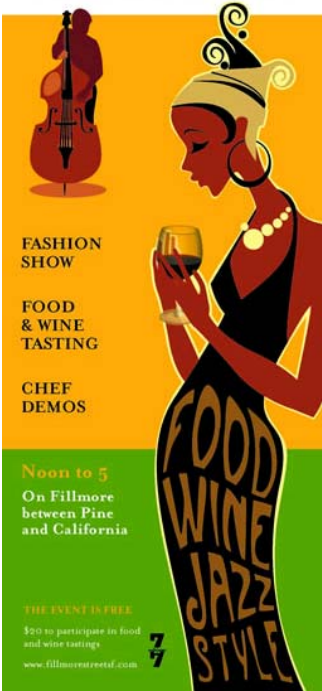
There are 4 ways to participate. See descriptions below and fill out the application on the back and fax it back to us asap. **There are limited spaces available so sign up now!**

- 1. Restaurant Food Sampling – 1) On-Site Sampling:** Send your staff and food samples down to the event to promote your business to hundreds of potential new customers. Bring Signage and/or coupons, anything to bring people back to your restaurant. **2) Drop-Off Sampling:** Can't supply staff? We will staff it for you! Just have the food samples ready for us to pick up and we will serve it to the attendees and promote your business.
- 2. Chef Demonstrations** –We will be presenting a cooking demonstration from Noon to 5 pm. We will be providing a large six burner propane cook top with counter, a cooking demo mirror and a P.A system with wireless capabilities. We will have a Chef Stage Emcee, Rachele Broucher of Savor the Moment, a culinary education, demonstration and promotion company coordinating all chefs. You can place your chef in one of the limited cooking demo slots. They are filling up fast and get great publicity prior to the event.
- 3. Fashion Show** – Here's your chance to showcase your fall lines, or simply showcase your boutique's fashions! Again, space is limited so apply now!
- 4. Wine Sampling** – Contact your wine distributor and invite them to pour at the event. At no cost to them, they can promote their wine and at no cost to you promote your business. We suggest 3-6 cases of wine. Supply them with coupons to your business to bring people back to your establishment.

Once we receive your application, we will send you a letter or email to let you know your status. Once accepted to the event, we will send you a participant packet with relevant set-up information approximately 20 days prior to the event.

**To participate, please fill out the attached application and fax it or mail it to:**

Steven Restivo Event Services, LLC  
P.O. Box 151017 - San Rafael, CA 94915  
[www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



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- \* **NO FEE FOR YOUR BUSINESS TO PARTICIPATE!**
  - \* **BE SHOWCASED IN FILLMORE'S SECOND "TASTE OF" EVENT!**
  - \* **EXPOSE YOUR BUSINESS TO THOUSANDS OF PEOPLE ON SITE & PRIOR TO THE EVENT**
  - \* **BE FEATURED IN ADS, ON THE WEBSITE & IN THE EVENT PROGRAM!**
  - \* **TAKE ADVANTAGE OF ALL THE FREE MARKETING & PROMOTION**
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**Please select your participation:** details on back

Yes, I would like to participate in the:

- On-Site Food Sampling** with *my* own staff
- Drop-Off Food Sampling** with *event* staff
- Cooking Demonstration**
- Fashion Show**
- Wine Sampling**
- Product Sampling**

Type of Food/Wine/Fashion/Product you would like to sample/demonstrate/show:

\_\_\_\_\_

Business Name: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell \_\_\_\_\_

- Check box if you would like to receive the status letter and participant packet via email.

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Steven Restivo Event Services, LLC  
 P.O. Box 151017, San Rafael, CA 94915  
 Ph: 415-456-6455. Fax 415-456-6436

[www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)