

TASTE OF BRAMPTON APPLICATION

Before completing the Taste of Brampton application, carefully review the guidelines listed below. Applications may be submitted by the following platforms:

Email (best method)	Mail
Andrea.magana@brampton.ca For subject, add: Your Restaurant’s Name – Taste of Brampton Application	ATTN: Andrea Magana 76 Main Street North Brampton, ON L6V 1N7

Fee to participate*	\$150.00
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GUIDELINES:

1. Eligible participants must be an existing restaurant located in the city of Brampton.
2. Restaurants must submit a completed application form to become eligible to participate in the Taste of Brampton.
3. Restaurants must send in their completed menu offering, and full payment along with the completed package no later than Thursday, September 6 to be eligible to participate.
4. Participants must have the **same offer available** to customers for the entire duration of the Taste of Brampton (October 15-29).
5. Participants must complete an exit survey with feedback on the Taste of Brampton.
6. Each participant must share the contesting opportunities presented during the Taste of Brampton to their visiting guests.
7. Participants must donate a gift card for contesting purposes.
8. All applicants will be reviewed and curated by the Taste of Brampton Advisory Board to determine eligibility to participate. The advisory board reserves the right to refuse ineligible applicants.
9. Taste of Brampton participants must have all their staff trained on the promotions, contests and offers available during the Taste period.
10. Prix-fixe menu offerings and specials must be fall into the following pricing categories presented below.

11. Participation fees are non-refundable. Participants must notify of any cancellations to participate by Friday, September 14. Failure to notify before this date will affect eligibility for the next Taste of Brampton.
12. If any of the above guidelines are not met, the organizers reserve the right to remove any participants from the event.

Dinner prix-fixe	\$25.00 \$35.00 \$45.00
Lunch prix-fixe	\$15.00 \$20.00 \$25.00
Special offerings (i.e. nacho appetizer)	Must be a minimum of 20% off the regular price
Sampler plate	A plate showcasing your best dishes in a tasting size specifically created for the Taste of Brampton.

*Note: this is suggested pricing margins but we are open to prices beyond this.

What is the Taste of Brampton?

An opportunity to attract new clients during a two-week promotional period. A Taste of Brampton is a culinary experience showcasing some of Brampton's finest eats. Taste of Brampton dates: October 15-29.

Benefits of being part of Taste of Brampton?

- Social media exposure via the Downtown Brampton platforms and Taste of Brampton Instagram (a combined following of 2000+ followers).
- Marketing exposure via: inBrampton, Bramptonist, radio advertising, big mobile signs, printed marketing throughout recreation centres/downtown core/libraries.
- Your opportunity to meet new clients and showcase your restaurant in a unique, exciting way.
- Listing + bio + menu posted on Taste of Brampton website with a link back to your restaurant's website.
- Mentions in the Downtown Brampton BIA public e-newsletter emailed out to 2,000+ local residents.

Taste of Brampton's winter marketing statistics:

Platform:	Reach:
inBrampton & Bramptonist (Sponsored posts, banner ads, online contesting)	96,600+ impressions overall
Downtown Brampton BIA social media	37,000+ impressions during campaign
In-store contesting	320+ individual entries

- Past participants had between **30-55 new guests** visit their location during **The Taste of Brampton.**
- **65%** of businesses reported their guests heard about the Taste of Brampton via the **Downtown Brampton social media channels + digital marketing.**

Testimonials:

“We have noticed a significant increase in new customers trying us solely based on our Taste of Brampton participation. With the new customers we meet during the Taste, we attract new regulars each time.” – **Fanzorelli’s Restaurant and Wine Bar**

"The Taste introduces Dolcezza Cakes to new customers and rewards our existing loyal customers. It's a great way to increase our sales during a typically slower season." – **Dolcezza Custom Cakes**

TASTE OF BRAMPTON FALL APPLICATION FORM	
BUSINESS CONTACT INFORMATION	
Company name:	
Phone:	E-mail:
RESTAURANT INFORMATION	
Primary business address:	
Primary contact name and number:	
Secondary contact number:	E-mail:
Restaurant website:	
Gift card amount:	
A brief 50-100-word description of your business and its offerings:	

Social media accounts:

Twitter:

Followers:

Facebook:

Followers:

Instagram:

Followers:

Submit PDF scans of your Taste of Brampton menu(s) with your application. Include lunch, dinner, dessert and special menus.

SIGNATURE

Full name:

Date: