

## TASTE OF BRAMPTON APPLICATION – BIA MEMBERS

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
<a href="mailto:teagan.pecoskie-schweir@brampton.ca">teagan.pecoskie-schweir@brampton.ca</a>  For subject, add: Your Restaurant’s Name – Taste of Brampton Application	ATTN: Teagan Pecoskie-Schweir 76 Main Street North Brampton, ON L6V 1N7
<b>Fee to participate*</b>	<b>Gift card donation</b> <b>DEADLINE: September 6, 2019</b>

### 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 Friday, September 6, 2019 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<sup>th</sup>-29<sup>th</sup>, 2019).
5. The primary function of your business must be food service (restaurants, bakeries, and specialty food providers).
6. Participants must complete an exit survey with feedback on the TASTE OF BRAMPTON.
7. Each participant must share the contesting opportunities presented during the Taste of Brampton to their visiting guests.
8. Participants must donate a gift card for contesting purposes.
9. 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.
10. Taste of Brampton participants must have all their staff trained on the promotions, contests and offers available during the Taste period.
11. Prix-fixe menu offerings and specials must be fall into the following pricing categories presented below.
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	<b>Price determined by restaurant</b>
Lunch prix-fixe	<b>Price determined by restaurant</b>
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.

**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 2700+ followers).
- Marketing exposure via: inBrampton, Bramptonist, 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 fall 2018 marketing statistics:**

<b>Platform:</b>	<b>Reach:</b>
inBrampton & Bramptonist (Sponsored posts, banner ads, online contesting)	317,000+ impressions overall
Downtown Brampton BIA social media	45,000+ impressions during campaign
Taste of Brampton website	52,000 page views 13,250 unique visitors
Online social media contesting (Instagram food posts)	100+ individual entries

Platforms we’ve worked with in the past: 680 News, inBrampton, Bramptonist, All Things Mom Aly/Little Miss Kate (mommy bloggers), and the Brampton Guardian.

- **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.**

## **Want more social media exposure? Send us content!**

### **What are we looking for?**

- A photo of you (restaurant owner) or your Head Chef
- 25-30 words on what Taste of Brampton means to you OR what made you become a Chef/tell us about your passion as a Chef or your passion for cooking
- A 30 second video snippet (filmed on a cellphone) welcoming people to Taste of Brampton at your business or answering any of the above

### **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**

“As new business owners in Downtown Brampton we found Taste of Brampton a wonderful opportunity to be “discovered” by potential customers. We increased our overall sales during the Taste of Brampton and also we were able to showcase some of our specialty items.” – **Segovia Coffee Co.**

“The Taste of Brampton was the perfect opportunity to showcase our new menu to encourage new customers and reward our existing ones. This was our first time participating in The Taste of Brampton and we can’t wait to be a part of the next!” – **Restaurant NINE18**

# TASTE OF BRAMPTON 2019 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:

I would like the following promotional material (tent cards, postcards, posters, etc.) Tell us what is useful to you:

What are your expectations of Taste of Brampton (i.e. 20 new customers, exposure for my business/marketing)?

A brief 50-100-word description of your business and its offerings:

Social media accounts:

**Twitter:**

**Facebook:**

**Instagram:**

**Followers:**

**Followers:**

**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: