

## TASTE OF BRAMPTON WINTER 2020 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
<a href="mailto:teagan.pecoskieschweir@brampton.ca">teagan.pecoskieschweir@brampton.ca</a>  For subject, add: Your Restaurant's Name – Taste of Brampton Application	Downtown Brampton BIA ATTN: Teagan Pecoskie-Schweir 7 Queen Street West Brampton, ON L6Y 1L9
<b>Fee to participate*</b>	<b>\$150.00 Cash or Cheque* and a gift card for the daily giveaway</b>  <b>DEADLINE: January 10, 2020</b>

### 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 winter dates: **February 27-March 14, 2020.**

### Benefits of being part of Taste of Brampton?

- Social media exposure via the Downtown Brampton platforms and Taste of Brampton Instagram and facebook (a combined following of 9120+ 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. <http://www.tasteofbrampton.ca/>
- Mentions in the Downtown Brampton BIA public e-newsletter emailed out to 2,600+ local residents.

### Taste of Brampton's fall 2019 marketing statistics:

Platform:	Reach:
inBrampton & Bramptonist (Sponsored posts, banner ads, online contesting)	317,000+ impressions overall
Downtown Brampton BIA social media	53,000+ impressions during campaign

Taste of Brampton website	52,000 page views 13,250 unique visitors
Online social media contesting (Instagram food posts)	150+ individual entries

Platforms we've worked with in the past: 680 News, inBrampton, Bramptonist, All Things Mom Aly/Little Miss Kate (mommy bloggers), Mr.Social Eats, 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!**

**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 (cash or cheque) along with the completed package no later than **Friday, January 10, 2020** to be eligible to participate.
4. Participants must have the **same offer available** to customers for the entire duration of the **TASTE OF BRAMPTON (February 27-March 14, 2020)**.
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. If you do not fill out the survey, you will not be eligible to participate in future events.**
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. See training overview.
11. Prix-fixe menu offerings and specials must be fall into the following pricing categories presented below.
12. Participation fees are non-refundable. Participants must notify of any cancellations to participate by Tuesday, January 14, 2019. Failure to notify before this date will affect eligibility for the next Taste of Brampton.

13. 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.

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

**Please include in your application:**

- Your Logo in High-Res
- Photo/Video of Interior
- Photo/Video of Exterior
- Photos of your food/offering

**Optional/suggested:**

- Chef bio and additional photos

# TASTE OF BRAMPTON 2020 WINTER APPLICATION FORM

## BUSINESS CONTACT INFORMATION

Primary contact name:

Phone:

E-mail:

## RESTAURANT INFORMATION

Restaurant Name:

Restaurant Address:

Restaurant number:

E-mail:

Restaurant website:

Gift card amount:

Hours of Operation:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

Check off the following promotional material you would find useful:

Tent Cards  Poster  Bookmarks  Stickers  Take out Bags  Other: \_\_\_\_\_

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

**Taste of Brampton Offering (Required):**

**Offer 2( Optional):**

**Offer 3 (Optional):**

**When did you establish your business?**

**Do you have any fun facts about your business?**

**Is there anything else you want promoted about your business?**

***Social media accounts:***

Twitter:

Facebook:

Instagram:

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

SIGNATURE

**Full Name:**

**Date:**