

TASTE OF BRAMPTON FALL 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
teagan.pecoskieschweir@brampton.ca 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
Fee to participate*	\$150.00 Now \$100.00 paid via Cash or Cheque* and a gift card for the daily giveaway DEADLINE: August 21, 2020

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 fall dates: **October 15-29, 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 winter 2020 marketing statistics:

Platform:	Reach:
inBrampton & Bramptonist (Sponsored posts, banner ads, online contesting)	303,000+ impressions overall

Downtown Brampton BIA social media	50,000+ impressions during campaign
Taste of Brampton website	48,878 page views 8,975 unique visitors
Online social media contesting (Instagram food posts)	120+ 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, Big Mobile Signs, Winged Whale Media, 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 **Monday, August 17, 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 (October 15-29, 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 fall into the following pricing categories presented below.

12. Participation fees are non-refundable. Participants must notify of any cancellations to participate by Friday, September 4, 2020. 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	Price determined by restaurant
Lunch prix-fixe	Price determined by restaurant
Dine-at-home prix fixe	Price determined by restaurant
Take out	Must be a minimum of 20% off the regular price
Special offerings (i.e. nacho appetizer)	Must be a minimum of 20% off the regular price
Box to go meals (i.e. high tea box to go)	A boxed takeout dish, that showcases your best dishes, that is easy for take out.
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 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

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

For any questions or inquiries, about the Taste of Brampton please, call or email Teagan Pecoskie-Schweir at 437-994-5181 or teagan.pecoskieschweir@brampton.ca

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: