

National City®



ROAR ON THE RIVER

July 18-20, 2008



RESTAURANT PARTNER PACKAGE



**A Taste of the Races
Friday Night Party**





July 18-20, 2008
Elizabeth Park, Trenton, Michigan

National City[®]



ROAR ON THE RIVER

We're getting ready for another great "Taste"

The Trenton Rotary Club and its crew of more than 125 supporting partners are again seeking the participation of the region's best restaurants and caterers for the annual "**Taste of the Races**," which kicks off this year's **National City Roar on the River**, Friday, July 18, at Wayne County's beautiful Elizabeth Park in Trenton.

This much-anticipated event is the formal launch to an exciting weekend that includes outboard powerboat racing, a classic car show, concerts, fireworks and much, much more!

Over the last several years the "**Taste**" has become one of Downriver's "**don't-miss events**," typically drawing more than 1,000 people to sample the offerings of the participating restaurants and caterers. Last year, 35 participated. This year's expanded venue will be configured to permit up to 40 featured food participants.

Please take a few minutes to review the options outlined in this packet and consider helping us present another wonderful evening in Elizabeth Park. We have created a "**Restaurant Partner**" program designed to promote your company while participating in a fun, family-oriented, community event.

As in years past we expect these 40 spots to fill up fast, so please contact "**Taste**" co-chairs Ronnie Jacek (phone at 734-281-5877; email veronica.jacek@nationalcity.com) or Corrine Clark (734-281-5922; corrine.clark@nationalcity.com) as soon as possible to reserve your spot, answer any questions you have, or if you need any additional information.

Also, for up to date information and announcements regarding the 2008 "**Roars**" visit us at www.trentonroarontheriver.com.

See you at the races!

Paul W. Jocks
Co-Chairman
2008 National City Roar on the River



2008 Restaurant Partner Benefits

(LIMITED TO 40 PACKAGES)

- An eighth-page advertisement in the “Dining Guide” section of our Special Race Supplement published in The News-Herald Newspapers on Wednesday, July 16, 2008, just before race weekend. (*Circulation 90,000; Readership 300,000*).
- Link from trentonroarontheriver.com to your website.
- Name included in “Race Supporters” listing in Race Supplement and frequent mentions on the public address system through out both race days.
- Two complimentary tickets to the “Taste of the Races” Friday Night charity preview party. Four additional advance tickets available for \$20 each (\$25 off regular price).
- Two server passes with preferential parking.
- Trenton Rotary provides \$150 to offset costs to all those making a commitment by Monday, July 7, 2008.
- Total fee to 40 restaurants that agree to provide free samples of their best products for up to 1,200 people at Friday’s “Taste of the Races” event -
\$0
- Benefits for those participating -
PRICELESS!
- Add Basic Corporate Village Tent Package for \$1,125 (\$370 off regular price).



Trenton Rotary Commitments

- Rotary to provide adequate tent space in main race spectator area for all restaurant participants.
- Rotary to provide one 8' banquet table with two folding chairs along with table cloth and skirting.
- Rotary to provide limited power and water with portable sanitation stations located on premises.
- Rotary to pay \$150 at end of food service on the day of event.
- Rotary can provide two servers for participants committed by July 7, 2008, if requested.

Restaurant Partner Commitments

- Provide 1/8 page newspaper advertisement to Trenton Rotary by **June 17, 2008** (to be published in race supplement in July 16 News-Herald).
- Begin set-up at noon on Friday, July 18, 2008.
- Participants agree to start food service promptly at 6:30 P.M. and last until 9 P.M.
- Participants to provide their own plates, napkins and eating utensils.
- Participants encouraged to decorate their space, wear summer uniforms and provide promotional materials.
- Participants to submit preliminary menu by July 11, 2008.
- Cancellations after July 11, 2008 may be charged \$150 to cover expenses incurred for advertising.