

July 22-24, 2011

Trenton Rotary ~ P.O. Box 161 ~ Trenton, MI 48183



## ***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 **PNC Roar on the River**, Friday, July 22, 2011 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, 43 participated.

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"** Chairperson Ronnie Jacek 734-281-5877 or 734-552-8590 or email [Veronica.Jacek@PNC.com](mailto:Veronica.Jacek@PNC.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 2011 **"Roars"** visit us at [www.trentonroarontheriver.com](http://www.trentonroarontheriver.com)

See you at the races!

*Ronnie Jacek*

Chairperson

2011 PNC Roar on the River "Taste of the Races"

# 2011 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 20, 2011 just before race weekend. (*Circulation 90,000; Readership 300,000*).
- Link from [trentonroarontheriver.com](http://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 \$100 to offset costs to all those making a commitment by Monday, July 7, 2011.
- Total fee to 40 restaurants that agree to provide free samples of their best products for up to 1200 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 \$100 at end of food service on the day of event.
- Rotary can provide two servers for participants committed by July 7, 2011 if requested.

## **Restaurant Partner Commitments**

- Provide NewsHerald 1/8 page advertisement by June 14, 2011.
- Begin set-up at noon on Friday, July 22, 2011.
- Participants agree to start food service promptly at 6:30 P.M. and last until 9:00 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, 2011.
- Cancellations after July 11, 2011 may be charged \$100 to cover expenses incurred for advertising.