



2011

# TASTE of Bethesda

Saturday, October 1 ■ 11am – 4pm

\*\*\* 45,000 Attendees \*\*\*

50 of Bethesda's Best Restaurants  
4 Stages of Entertainment

## **\$10,000 Sponsorship for the Taste of Bethesda:**

- Banners with sponsor logo posted on Wisconsin and Woodmont Avenues (50,000+ cars daily) two weeks prior to event.
- Promotional tent (10'x10' or 10'x20') provided by the Bethesda Urban Partnership on event site as well as additional product exposure opportunities.
- Sponsor logo in ads placed in The Washington Post, Bethesda Magazine; Bethesda/Chevy Chase, Potomac, Silver Spring and Rockville Gazettes; Washington Parent.
- Sponsor logo on promotional e-mails to BUP e-mail list (circulation of 4,500).
- Sponsor logo on promotional flyers (7,000 qty.), event day maps (12,000 qty.), and posters (100 qty.).
- Acknowledgement of sponsorship in BUP's October/November and December/January Calendar of Events (100,000 household distribution.)
- Logo on Taste of Bethesda ad in BUP's October/November (30,000 households distribution.)
- Sponsor Logo on Taste of Bethesda volunteer and restaurant T-shirts.
- Mention in all press materials, which are disseminated several times beginning two months prior to event.
- Logo and direct link to Sponsor's Web site from BUP Taste of Bethesda Web page.
- Photos of sponsor/sponsor products from Taste of Bethesda placed on 2011 BUP Web page after the event.
- Complimentary Taste of Bethesda tickets.

## **\$5,000 Sponsorship Opportunity**

- Promotional tent (size 10' x10') provided by the Bethesda Urban Partnership on event site.
- Sponsor logo in ads placed in Bethesda/Chevy Chase, Potomac, Silver Spring and Rockville Gazettes and Washington Parent.
- Sponsor logo on promotional flyers (7,000 qty.) and event day maps (12,000 qty.).
- Acknowledgement of sponsorship in BUP's October/November Calendar of Events (6,000 + direct mail pieces.)
- Acknowledgement on Taste of Bethesda volunteer and restaurant T-shirts.
- Mention in all press materials which are disseminated several times beginning two months prior to event.
- Sponsor Logo on BUP Taste of Bethesda Web page.
- Complimentary Taste of Bethesda tickets.