



TASTE OF FLORENCE

The King's Academy
1015 S. Ebenezer Road
Florence, SC 29501
843-661-7464 ext. 127

We invite you to “Savor Tuesday’s Flavor” as you partner with us to bring this exciting tasting event to the Florence Civic Center on Tuesday, October 18, 2016. The Taste of Florence showcases many of the best restaurants in the Florence region. Your fine cuisine could be sampled by as many as 5000 guests that visit the event each year. You also have the opportunity to compete for one of the many “Best Of” awards. This event not only provides a wonderful sampling of Florence’s finest restaurants but also provides live entertainment, a kid’s zone, and drawings for free prizes.

The enclosed information outlines the various packages offered and the benefits you receive as an exhibitor. The Taste of Florence is a registered non-profit so portions of your donation at the Gold and Silver Package Level may be tax-deductible.

We are excited about the Sixth Annual TASTE OF FLORENCE and look forward to you partnering with us for this exciting annual event! Thank you for helping make this event a continued success!

Description

- Tuesday, October 18, 2016
- Located at Florence Civic Center
- Admission Price: \$6 adults, 12 and under free
- 5000+ expected guests
- 40+ expected restaurants/vendors

Entertainment

- Live band
- Drawings for free prizes
- Kids zone

Contact Information

- www.tasteofflorence.org
- Jennifer at jhoover@tkaflorence.com
- Jennifer at 843-661-7464 ext. 127
- Dana Fronzaglio at 843-245-0078
- TKA Fax: 843-661-7647

Package Options

Gold Exhibitor: (100% of gross proceeds)

- Logo listed on Taste of Florence website with a link to the restaurant's homepage
- Logo promotion on the event map
- Recognition as a Gold Ribbon exhibitor on stage during awards presentation
- Gold Exhibitor ribbon provided for prominent display at booth
- 50% Gift to TKA is tax-deductible

Silver Exhibitor: (75% of gross proceeds)

- Logo listed on Taste of Florence website with a link to the restaurant's homepage
- Logo promotion on the event map
- Recognition as a Silver Ribbon exhibitor on stage during awards presentation
- Silver Exhibitor ribbon provided for prominent display at booth
- 25% Gift to TKA is tax-deductible

Standard Exhibitor: (50% of gross proceeds)

- Logo listed on Taste of Florence website with a link to the restaurant's homepage
- Logo promotion on the event map

Booths

As a participant you have the opportunity to transform your booth into an inviting and attractive "mini restaurant." Each restaurant will sell servings of selected items from their restaurant's menu. An event map of the Taste of Florence 2016 will outline all restaurant booth locations and will be posted at least two weeks prior to the event on our website, www.tasteofflorence.org.

Restaurants may choose either a single, double or triple booth. Three curtained walls will define each booth.

- 10' x 10' single booth \$195 (includes two 8 ft. tables and two chairs)
- 20' x 10' double booth \$300 (includes two 8 ft. tables and two chairs)
- 30' x 10' triple booth \$400 (includes three 8 ft. tables and two chairs)

Electrical Fees

One 110-volt outlet is provided for each booth. Additional 110-volt outlets are provided at no additional charge but must be ordered in advance. There is a \$65 charge for a 220-volt outlet.

Please be sure to order sufficient electrical service to meet the needs of your restaurant.

Parking

Unlimited parking will be available behind the Civic Center.

Menu Selection

Each participating restaurant may select appetizer, entrée and/or dessert items to serve at the Taste of Florence. A restaurant may enter items in one, two or all three categories, but *no more than a total of three items may be entered*. For example, one restaurant could enter three entrées, another restaurant could enter one appetizer and two desserts, another restaurant could enter one appetizer, one entrée, and one dessert, and so on. Each restaurant may charge between 1 and 5 tickets per item. No money will be collected, as tickets are sold to guests for \$1 each at designated booths. A ticket counting machine will be available at the conclusion of the event to calculate the total revenue earned by each restaurant. Your menu board and signage at the event should reflect not only the items that are being sold but also the items that will be judged.

Awards

A panel of judges will evaluate the entries based on presentation, taste and creativity using the “Blind Taste” method. The judges will be given only the title and description of your food item based on the information you supply. Each restaurant is eligible to win one award in each of the four categories listed below. Awards will be given for first, second and third place. These awards and People’s Choice Awards (based on random polling) will be given in the following categories:

- Best Appetizer
- Best Entrée
- Best Dessert
- Best Booth

Kid’s Choice Awards also based on random polling are given for Best Appetizer, Best Entrée and Best Dessert. One Award is given for Best Table Décor based on creativity, development of theme, labor involved and best use of space. The items submitted for judging must be selected from the items served at the event. No more than three items may be submitted for judging.

The Taste of Florence Committee reserves the right to restrict certain items and/or beverages due to duplication or contractual exclusivity in the case of event sponsorships. No competitive products may be served on site.

Insurance Requirements

Two insurance forms are required for participation in the Taste of Florence:

1. Certificate of Liability Form:

Each participating restaurant must provide adequate insurance coverage for this event. Proof of insurance is required in the form of a Certificate of Liability which can be obtained from your insurance company. The King’s Academy must be listed as the “additional insured”. Please obtain this form early from your insurance carrier to eliminate any delays in your participation.

The King’s Academy
1015 S. Ebenezer Road or faxed to: 843-661-7647
Florence, SC 29501

2. Hold Harmless/Indemnity Agreement:

The SMG Vendor/Exhibitor To Supply Outside Food or Beverage Hold Harmless Agreement form must be signed and dated. This form is included with the application.