

KIRKLAND UNCORKED

Wine, Dine & Design on the Waterfront

July 16, 17 & 18, 2010

Kirkland Uncorked, the Washington Restaurant Association and the Hope Heart Institute invite you to showcase your restaurant's signature samplings at the 4th annual Kirkland Uncorked, the Eastside's premier summer festival, located on the shores of Lake Washington in Kirkland's Marina Park.

Connect directly with over 5,000 food aficionados, wine enthusiasts and art collectors who attend Kirkland Uncorked. Take advantage of this opportunity to get your food in the hands of our guests and your future customers, all while directly supporting the Hope Heart Institute in their efforts to fight heart disease.

Entry Fee:

There is NO FEE for restaurants to participate; instead Kirkland Uncorked will pay you \$100 to sample your food. And if you commit before April 1st, we will even give you another \$25.

What's in it for your restaurant?

We are committed to our restaurants to make sure you see the most return on your investment! By coming to Kirkland Uncorked and sampling 750 pieces of your signature dish, you will receive:

- E-Blast Mention and Link (6,000 subscribers)
- Twitter and Facebook Promotions (2,000 followers)
- Mention & Link on Food Page on KirklandUncorked.com (23,000 visitors)
- Program Mention (20,000 programs printed)
- 2 Tickets (\$50 value)
- Sampling table at the event where you can personally sample your food to 5,000 guests who may not have been introduced to your restaurant yet!
- **Total marketing value \$5,600**

Restaurant Sampling Schedule:

We know that you are busy but want to market your restaurant, so we try to make it as easy as possible. To participate, you can sign up for just one 3-hour shift or for the whole weekend. It's up to you how much time to commit. Shifts include:

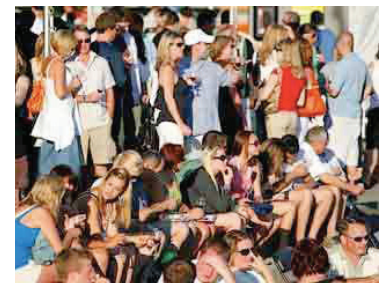
- Friday, 6pm – 9pm
- Saturday, 2pm – 5pm, 6pm – 9pm
- Sunday, 2pm – 5pm

If you have questions, please contact:

Kellie Jordan

kajordan@isomedia.com • 425-466-4364 • Fax: 206-374-8271

www.kirklanduncorked.com



KIRKLAND UNCORKED

2010 Restaurant Sampling Application

Restaurant Name: _____

Contact Person(s): _____

Address: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____ Website: _____

Twitter ID: _____ Facebook: _____

Sampling Session(s) (*Check all that sessions you wish to participate in*):

- Friday, 7/16: 6pm – 9pm
- Saturday, 7/17: 2pm – 5pm
- Saturday, 7/17: 6pm – 9pm
- Sunday, 7/18: 2pm – 5pm

List Menu Items & Descriptions:

Wine Varietal Best Paired With: _____

Electrical Needs (*include watts*): _____

Restaurant Agreement:

Participating restaurants are asked to prepare approximately 750 food samples per shift and will be provided with prep tables, 6' display table, utensils, plates, napkins, and hand washing stations. We do ask that each restaurant bring their own information banner or easel, décor and heating or cooling equipment necessary. Restaurants may self promote with gift cards, business cards, free offers, or other promotions at the event.

I have read the entire application and I am prepared to comply with all health regulations and rules set by Kirkland Uncorked and the Washington State Department of Health. I have submitted all information requested in order to be considered as a 2010 Kirkland Uncorked Restaurant Participant. I agree to keep my station and surrounding area clear of garbage, food products and/or empty boxes.

Signature: _____ Date: _____

(*Typing your name and submitting this application qualifies as agreeing to the above statement*)

April 1st: Early Registration (\$125 Stipend/Session)

May 1st: Registration Deadline (\$100 Stipend/Session)

Email completed application to kajordan@isomedia.com or fax to 206-374-8271