

# Taste of BETHESDA

Saturday, October 6 • 11am-4pm

- 50+ Bethesda Restaurants
- 5 stages of live entertainment
- Face painters and balloonists



# Taste of BETHESDA

## FACT SHEET



- Date:** October 6, 2018
- Time:** 11am-4pm
- Where:** Bethesda's Woodmont Triangle
- Admission:** Tickets sold four for \$5
- Produced By:** Bethesda Urban Partnership
- About:** Taste of Bethesda is located on Norfolk, St. Elmo, Cordell, Del Ray and Auburn Avenues in the heart of Bethesda's Woodmont Triangle. Five stages showcase musical and cultural performances, and a children's area featuring art and craft activities, balloons and face painting will provide additional entertainment for young visitors. More than 35,000 attendees enjoy Taste of Bethesda each year.
- Website:** [www.bethesda.org](http://www.bethesda.org)



# Taste of BETHESDA



## **\$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, The Washington Post Express, Bethesda Magazine and Washington Parent.
- Sponsor logo on promotional e-mails to BUP e-mail list (circulation of 8,500).
- Sponsor logo on promotional postcard (7,500 qty.), event day maps (11,000 qty.), and posters (100 qty.).
- Acknowledgement of sponsorship in BUP's October/November and December/January Calendar of Events (80,000 household distribution.)
- Logo on Taste of Bethesda ad in BUP's October/November Calendar of Events (40,000 household 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 website from BUP Taste of Bethesda Webpage.
- Photos of sponsor/sponsor products from Taste of Bethesda placed on 2018 BUP website 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 Magazine and Washington Parent.
- Sponsor logo on promotional postcard (7,500 qty.) and event day maps (11,000 qty.).
- Acknowledgement of sponsorship in BUP's October/November Calendar of Events (40,000 + 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.