



# Rancho Mirage<sup>®</sup> Wine and Food Festival

## THE SECOND ANNUAL Rancho Mirage Wine and Food Festival

Saturday, February 2<sup>nd</sup>, 2019 1:00pm - 5:00pm

Rancho Mirage Community Park & State of the Art Amphitheatre

71560 San Jacinto Drive Rancho Mirage, CA 92270

<http://www.ranchoiragewineandfood.com>

### Restaurant Letter & Registration Form

**ONLY 24 spots are available, so sign up early to reserve yours!**

The Rancho Mirage Wine and Food Festival (RMWFF) will showcase your outstanding restaurant. **We limit the number of restaurants to only 24 participants. Space is very limited.**

Join us to have impact with thousands of potential patrons.

- Compete for CHEF OF THE FEST!
- Market Your Restaurant or Catering Business to over 1,700 + “foodies”
- Build brand awareness
- Ensure brand loyalty
- Delight in customer engagement

RMWFF will showcase award winning world-class wines from fantastic top-tier regions and wineries. This event is a great opportunity for you to showcase and spotlight the very best of your menu to an upscale audience eagerly anticipating your scrumptious samples. We anticipate another sell out this year with 1700+ attendees.

These wine lovers know and appreciate great food! Our attendees entertain and dine out often. They will prove to be a perfect match for your restaurants’ demographics.

100% of the proceeds from the Silent Auction and a generous portion of ticket revenue go to our partner Charity, The Desert AIDS Project.

**FEES: THERE ARE NO EXHIBIT FEES FOR RESTAURANTS, IF 3 CRITERIA ARE MET:**

- (1) RETURN RESTAURANT REGISTRATION FORM BEFORE November 10<sup>TH</sup>, 2018.
- (2) Provide 1200+ scrumptious samples of your amazing food.
- (3) Provide a gift certificate for the silent auction, which benefits our partner charity, The Desert AIDS Project.

#### **Auction Donation Items:**

Auction items must be received by January 10th, 2018, in order to qualify for the NO CHARGE RESTAURANT REGISTRATION FEE WAIVER. Please indicate your auction item on the registration form and send your Auction Certificate or a description on your restaurant letterhead.

**Exhibit Space:** Your booth/exhibit space will be assigned to your restaurant by RMWFF management. We may be able to facilitate a partner winery for the Grand Tasting Event. IF you would like to participate in that type of partnership, please notify us as soon as possible to allow Chef time to plan samples accordingly.

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**Setup: THE RMWFF will start on time.** You are required to be set up and to be ready to serve ONE HOUR before the festival starts. **PLEASE BE SET UP NO LATER THAN NOON** on February 2<sup>nd</sup>, 2019. **No late setups will be allowed to participate. We will start on time.**

We expect a sellout crowd of 2,000+ attendees. Please make a point to decorate your table; this is a fantastic opportunity to showcase your restaurant to build brand awareness, brand loyalty and customer engagement with thousands of potential patrons.

## **What The Rancho Mirage Wine & Food Festival Provides:**

- Marketing, marketing, marketing. CHEF of the FEST competition. *(The sooner you sign up, the sooner we will promote your eatery!)*
- The 'right' demographics to grow your brand
- (2) 6' plastic covered tables *(linens are NOT provided)*
- Signage for the Restaurant
- Listing in the RMWFF Festival Program and on the festival website
- Water
- Customers eagerly awaiting to taste your mouth watering samples
- Two wine glasses for wine tasting
- 10' X10" Shade Canopy

## **You Provide:**

- 1200+ mouth watering samples to compete for Chef of the Fest!
- Bring your own Linens, Table Décor, Disposable Plates and Utensils, etc.
- Auction Item in order to receive the NO CHARGE REGISTRATION FEE. (Delivered by January 10<sup>th</sup>, 2019)
- Chef photo, Bio, Logo and info on your Restaurant *(Please provide asap so we can cross promote!)*
- Cook top (if needed). Propane ONLY. **Please provide a fire extinguisher if you have any type of open flame in your booth.**
- Please provide "Special Event" Health Dept. permit

**Any Restaurant that is registered and does not show up for the time and date listed above will be charged a \$250 "NO SHOW FEE".** All Restaurants must have a current credit card on file with RMWFF management. **Your Credit card WILL ONLY be charged IF: 1) The restaurant is a "No Show" 2) The restaurant leaves it's mess behind and does not clean up.** Note) you must remove your waste, serving trays, warming containers and all material that you used to set up your display on your assigned table. Otherwise a \$250.00 cleaning fee will be charged to your credit card.

## ***Fresh Eddie Productions LLC Proudly Presents:***

**❖ THE Second Annual RANCHO MIRAGE WINE AND FOOD FESTIVAL  
FEBRUARY 2<sup>nd</sup>, 2019**

[www.ranchoiragewineandfood.com](http://www.ranchoiragewineandfood.com)

**❖ THE Seventh Annual VINDIEGO WINE AND FOOD FESTIVAL**

**San Diego, CA**

**APRIL 13th, 2019**

[www.vindiego.com](http://www.vindiego.com)

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**The Rancho Mirage Community Park & State of the Art Amphitheatre**  
**71560 San Jacinto Drive, Rancho Mirage, CA 92270**

## **Restaurant Registration Form**

**We WANT YOU! However we only allow 24 of the Valley's Top Restaurants!**  
**Don't miss out! Please sign up early to reserve your spot!**

<b>Restaurant Name</b>	<b>Owner's Name</b>	<b>Restaurant Web site</b>
<b>Contact Person /Title</b>	<b>Cell #</b>	<b>Email Address</b>
<b>Restaurant Address</b>	<b>City</b>	<b>Restaurant Phone Number</b>

**FEES: THERE ARE NO EXHIBIT FEES FOR RESTAURANTS, IF 3 CRITERIA ARE MET:**

- (1) RETURN RESTAURANT REGISTRATION FORM BEFORE November 15<sup>TH</sup>, 2018.
- (2) Provide 1200 scrumptious samples of your amazing food.
- (3) Provide a gift certificate for the Silent Auction, which benefits our partner charity, The Desert AIDS Project.

<b>Credit Card</b>	<b>Credit card number (must be on file with RMWFF Management)</b>	<b>Exp. Date</b>
<b>Name on the Credit Card</b> _____		<b>Health Department Permit #</b> _____

**CHEF'S NAME & MENU ITEM to being served at RMWFF:** \_\_\_\_\_

**SILENT AUCTION DONATED ITEM:** \_\_\_\_\_

*100% of proceeds from The Silent Auction and a generous portion of tickets sales go directly to our partner charity, The Desert AIDS Project. The donated item that you are providing is to meet the **NO Charge Criteria Fee Waiver.***

Please be advised that your signature below confirms your reservation and that you agree to and understand the terms in the attached information. Due to the limited number of spots (25) and a highly anticipated demand from restaurants, we recommend that you register early to ensure your spot. A \$250 cancellation fee will be imposed to any restaurant cancelling after January 1st, 2019.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please complete and Email The Restaurant Registration Form to:**

**Lynn Fraschetti [lynn@rmwff.com](mailto:lynn@rmwff.com) (P) 760-815-3566**