

The Third Annual

Rancho Mirage[®] Wine and Food Festival

The Third ANNUAL Rancho Mirage Wine and Food Festival

Saturday, February 29th , 2020 1:30pm - 5:30pm

Rancho Mirage Community Park & Amphitheatre

71560 San Jacinto Drive Rancho Mirage, CA 92270

<http://www.ranchoiragewineandfood.com>

Restaurant and Country Club 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 or Country Club. We limit the number of participants to only 24. Space is very limited.

Join us to meet, impress and interact with thousands of potential future new patrons!

- Compete for the coveted award of “CHEF OF THE FEST 2020”!
- Market Your Restaurant, Country Club or Catering Business to over 1,700 + “foodies”
- Build brand awareness and gain new customers
- Ensure and increase brand loyalty with current customers
- Delight in customer engagement as attendees enjoy your delicious samples

The 3rd Annual Rancho Mirage Wine and Food Festival 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 and food lovers know and appreciate great food! Our attendees entertain and dine out often. They will prove to be a perfect match for your restaurant or clubs demographics.

THERE ARE NO EXHIBIT FEES, IF THESE 3 CRITERIA ARE MET.

(1) RETURN the Filled out REGISTRATION FORM to lynn@rmwff.com

(2) Provide 1200+ scrumptious samples of your amazing food.

(3) Provide a gift certificate for the silent auction, which benefits our partner non-profit. 100% of the proceeds from the Silent Auction go to our partner Non-Profits that provide scholarships to students majoring in culinary arts and viticulture and enology

Auction Donation Items:

Auction items must be received by January 10th, 2020, in order to qualify for the NO CHARGE 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.

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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 12:30pm** on February 29th 2020. **No late setups will be allowed to participate. We will start on time.**

We expect a sellout crowd of 1700+ 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) 8' 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 10th, 2020)
- Chef photo, Bio, Logo and info on your Restaurant *(Please provide BY 1/10/20 so we can cross promote YOUR BUSINESS.*

- 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

CLAEN UP AFTER YOURSELF OR ELSE GET FINED: So Sorry but need to have this clause. We ask that all participating establishments remove all trash from their booth. All Participants must have a current credit card on file with RMWFF management. **A \$250 fine will be charged ONLY if 1) Your establishment is a "No Show" 2) The Registered Establishment leaves it's trash behind and does not clean up. Note) you must remove all of your waste, serving trays, warming containers serving plates, utensils and all material that you used at your assigned booth during the event.**

www.ranchomiragewineandfood.com

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Restaurant and Country Club Registration Form

We WANT YOU! However we only allow 24 of the Valley's Top Restaurants, Caterers and Country Clubs to Participate!

Don't miss out! Please sign up early to reserve your spot!

Restaurant Name

Chef's Name

Restaurant Web site

Contact Person /Title

Cell #

Email Address

Restaurant Address

City

Restaurant Phone Number

FEES: THERE ARE NO EXHIBITOR REGISTRATION FEES IF 3 CRITERIA ARE MET:

- (1) RETURN RESTAURANT REGISTRATION FORM BEFORE November 15TH, 2019.
- (2) Provide 1200 scrumptious samples of your amazing food.
- (3) Provide a gift certificate for the Silent Auction, which benefits our partner non-profits.

Credit Card Credit card number (must be on file with RMWFF Management) Exp. Date

Name on the Credit Card _____ Health Department Permit # _____

MENU ITEM being served at RMWFF: _____

SILENT AUCTION DONATED ITEM: _____

The donated item that you are providing is for the Silent auction. 100% of proceeds from The Silent Auction go directly to our partner Non-Profit that provides scholarships to students majoring in Culinary Arts and Viticulture & Enology.

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 (24) 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, 2020.

Signature: _____ Date: _____

Please complete and Email This Registration Form to:

Lynn Fraschetti lynn@rmwff.com (P) 760-815-3566