

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/Catering Co. Registration Form

ONLY 20 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 20. Space is very limited.**

Join us to meet, impress and interact with over 1200 of potential future new patrons!

- Compete for the award of “CHEF OF THE FEST 2020”!
- Market Your Restaurant, Country Club or Catering Business to over 1,200 + “foodies”
- Build brand awareness and win new customers
- Ensure brand loyalty with current customers
- Delight in customer engagement as attendees swoon over your scrumptious samples

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 1200+ 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, however you must do the following...

- (1) RETURN the Filled out REGISTRATION FORM to lynn@rmwff.com
- (2) Provide 650+ scrumptious samples of your amazing food.
- (3) Provide a \$100 gift certificate on your company letterhead for the silent auction, which benefits our partner non-profit. 100% of the proceeds from the Silent Auction go to our partner Non-Profit that provides scholarships to students majoring in culinary arts and viticulture and enology

Auction Donation Items:

Auction items must be received by January 31st, 2020,

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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 Saturday, February 29th 2020. **No late setups will be allowed to participate. We will start on time.**

We expect a sellout crowd of 1200+ 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' tables **(linens are NOT provided)**
- Signage for the Restaurant
- Listing in the RMWFF Festival Program and on the festival website
- Hand Washing Station
- Customers eagerly awaiting to taste your mouth watering samples
- Two wine glasses for wine tasting
- Exhibit Space and a 10' X10" Shade Canopy

You Provide:

- 650+ mouth watering samples to compete for Chef of the Fest!
- Bring your own Linens, Table Décor, Disposable Plates and Utensils, etc.
- Auction Item (Delivered by January 31st, 2020)
- Chef photo, Bio, Logo and info on your Restaurant *(Please provide BY 1/31/20 so we can cross promote YOUR BUSINESS.*
- Cook top (if needed). Propane ONLY. **YOU MUST Provide a fire extinguisher if you have any type of open flame in your booth.**
- **Provide a copy of your "Special Event" Health Dept. permit**

CLEAN UP AFTER YOURSELF OR ELSE GET FINED: So Sorry but we need to have this clause. The City of Rancho Mirage will Fine any participating dining establishments that leaves their trash behind must remove all trash from their booth. A \$250 fine will be charged by the City of Rancho Mirage IF, *"the Registered Dining Establishment leaves it's trash behind and does not clean up"*. **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 Catering Co. Registration Form

**We WANT YOU! However we only allow 20 of the Valley's Top Restaurants & Caterers
Don't miss out! Please sign up early to reserve your spot!**

Restaurant Name

Restaurant Web site

Contact Person /Title

Cell #

Email Address

Restaurant Address

City

Restaurant Phone Number

Health Department Permit # _____ **Chefs Name** _____

FEES: THERE ARE NO EXHIBITOR REGISTRATION FEES

- (1) RETURN RESTAURANT REGISTRATION FORM BEFORE January 31st, 2020.
- (2) Provide 650 scrumptious samples of your amazing food.
- (3) Provide a gift certificate for the Silent Auction, which benefits our partner non-profits.

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 provide scholarships to students majoring in culinary arts.

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 (20) 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 31st, 2020.

Signature: _____ Date: _____

Please complete and Email This Registration Form to:

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