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**We are now accepting reservations for the**  
**30<sup>th</sup> Anniversary Celebration of Taste-of-ALL Charleston!**

### **Time and Location of the Event**

This FestivALL main event will be held in the weather controlled comfort of the Civic Center Grand Hall.

**Sunday, June 17<sup>th</sup>, 2012 ~ Hours: 11 - 5 PM**

### **Eligibility**

#### **Restaurants:**

- ❖ The TASTE is open to all restaurants that are in operation at the time of the TASTE. The participation of chain restaurants and restaurants outside the greater Charleston area must be approved by the TASTE committee.

#### **Other Shops:**

- ❖ All shops other than restaurants must be approved by the TASTE committee. All shops must have some sort of food offering unless an approved event sponsor.

#### **Corporate Interest:**

- ❖ All corporate interest must be approved by the TASTE committee. For a corporate concern to have a booth at the TASTE, you must either be considered a sponsor of the event or offer some form of food or drink offering to the patrons of the event. All corporate sponsors must supply their own manpower and booth decorations or make other arrangements with the TASTE committee. The corporate sponsor will comply with all rules and regulations of the TASTE that apply to all participants.

### **Rules/Regulations:**

A detailed description of event rules/regulations will be sent in early 2012. This communication is to collect early reservations for advertising purposes.

### **Event Advertising**

Taste-of-ALL Charleston is a main event of FestivALL and therefore will be included in printed, radio, and TV advertisements for the 10 day event. The Taste-of-ALL Charleston committee will coordinate news coverage and advertising for Taste through FestivALL.

This year will mark the 30<sup>th</sup> Anniversary of "Taste of Charleston"... Taste-of-ALL Charleston. As such, we are planning special events to celebrate the exciting milestone!

With early registration, your business will be listed as a Taste participant in the FestivALL tri-fold, 35,000 of which will be distributed in late February. You will also appear in the printed FestivALL schedules distributed in late May. All participating restaurants/vendors will have their menu items and short description published on our FestivALL website which had over 30,000 unique visitors last year.

In addition to the media exposure, a menu type brochure will be made available for the patrons. It will show the floor plan of the event, the menu items, prices, the entertainment schedule, and the street address of your restaurant.

Posters, flyers, and other promotion material will also be available.

### **Seating & Entertainment**

Table seating will be available for over 1000 diners at a time and will be kept clean by volunteers.

Musical entertainment will be provided by FestivALL. 30<sup>th</sup> Anniversary Celebration plans are underway. Please include any suggestions on the early registration form.

# Be A 2012 TASTE Participant!

## 2012 Taste-of-ALL Charleston Early Reservation Form

Send in this completed entry form to [emily.wall@ticketmaster.com](mailto:emily.wall@ticketmaster.com) or mail to:

**Attention: TASTE Committee**  
**TASTE-of-ALL Charleston**  
**P.O. Box 8846**  
**South Charleston, W.V. 25303**



Booth Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Number of Booths: (1 or 2) \_\_\_\_\_

Contact Name & Phone Number: \_\_\_\_\_

Contact EMAIL Address: \_\_\_\_\_

Suggestions/Ideas for 30th Celebration: \_\_\_\_\_

### Deadlines:

- Early reservations must be in by Wednesday, January 18th.

**Reach 5,000+ Charleston area residents in just 6 hours at the 2012 TASTE.**

For additional info, visit our web page at [www.festivallcharleston.com](http://www.festivallcharleston.com)

Visit us on Facebook: <http://www.facebook.com/tasteofallcharleston>

**Questions?** Email [Emily.Wall@ticketmaster.com](mailto:Emily.Wall@ticketmaster.com) or call 304.389.7934