



“Taste of the Valley”

Vendor Letter

The Geneva School will be hosting the fifth annual “Taste of the Valley” on Thursday, April 29, 2010, from 5:30 to 8:00 PM at Fiorelli’s, Main Ave. in Peckville. The evening will be a sampling showcase for local eateries to bring out their best and reach potential buyers of their product. The food tasting will also be accompanied by a silent and live auction of various items assembled through the generosity of local merchants and school families.

What do I get from this?

- Access to approximately 300 potentially new customers.
- Half page ad in the program book. Camera-ready ads must be submitted by April 16, 2010 for inclusion. Coupons are allowed.
- Inclusion in all advertising surrounding the event (radio, billboards, newspaper, flyers, bulletin inserts, newsletter). To be included, contract must be signed by April 16, 2010. After that, inclusion in advertising is based on availability.
- Inclusion in all PR surrounding the event (i.e. – public service announcements to radio, TV, newspaper).*
- Ability to distribute menus, coupons, business cards.
- Opportunity to display sign/banner. No longer than 8’ please. It will be hung from the front of your table.
- Ability to sign people up for your mailing list.

* *This is at the discretion of the media outlets.*

What do you want from me?

Select a food item of your choice (i.e. – appetizer, pasta, meat, fish, vegetable, soup, pizza, wings, dessert, candy, ice cream, specialty drink) to be served to approximately 300 people from 5:30 – 8:00 PM April 29, 2010. You’ll also need to bring serving plates, eating utensils, and napkins for your item (s).

How many people will be there...How much food should I bring?

Based on last year’s attendance, we are expecting approximately 300 people. We ask that you provide enough food to feed at least 300 people during the 2 ½ hour time frame. It is not permissible to tear down before 8 PM.

What’s my cost?

NOTHING! The table to display your food is provided to you at no charge. Your only cost is the cost of your food (and serving plates, utensils, and napkins) and your server.

Do you have a kitchen on-site?

Unfortunately, we are unable to use the kitchen at Fiorelli's. There are, however, ample electrical outlets. We ask that you provide your own heating/cooling equipment. And let us know if you need electricity.

What about the logistics of set-up?

Prior to the event, our Logistics Manager will assign all vendors a specific table location. If you would like to request a certain area, please contact us as soon as possible. We cannot guarantee that all requests will be met. Set-up is Thursday, April 29th from 3:00 – 5:00 PM. All vendors must be completely set-up by 5:00 PM.

What should I prepare?

Anything you'd like. This is a time to showcase what makes your restaurant/business special. Please keep in mind that this will not be a sit-down dinner. There will be limited seating, so you might elect to avoid dishes which would require heavy usage of knives and forks.

Can I bring menus?

Absolutely. You can bring menus, business cards, and/or coupons. You can even register customers for your mailing list and bring a sign/banner to display. We hope this event will be not only beneficial to your sense of giving back to the community, but to your bottom line, as well.

Do I have to bring a server?

We believe there is no one better to sell your product than you. You know your product best. If providing a server is a hardship for you, please inform us.

Can I bring more than one dish?

Yes. We ask that you would provide enough for all people to sample each dish. We ask this to help prevent the following undesirable scenario. You are a pizza vendor. You have brought one tray each of 10 different pizzas. You present your first pizza and word spreads rapidly about how delicious it is. Unfortunately, many are disappointed to find that particular variety is gone by the time they reach your table. The scenario repeats itself throughout the night with the other pizzas. We want everyone to leave the event with a positive outlook toward your business.

I want to participate. What now?

Simply call or email the Geneva School at 489-7620 (www.geneva-school.org) or Cindy Cox, Chairperson, 344-2806 (revenueresults@comcast.net). An official agreement will be sent to you.

What is the Geneva School?

The school is a non-denominational, non-profit Christian school, grades pre-K through 8, located at 133 River St., Olyphant, PA (next to St. Cyril's church). Feel free to check out the website at www.geneva-school.org.