



Good for the COMMUNITY, Great for Your BUSINESS

Date: April 13, 2013

Time: 2PM – 9PM

Location: First Street between Moreland Street and Taylor Street

Guest Admission: FREE

Expected Attendance: 2,500+

Event Promotion: Media partnerships, extensive paid advertising, earned media

By joining ***Feast on the Street*** you are not only **strengthening connections** with the community and potential customers, you are also **making national history**.

Being in the food industry, you know there is nothing more powerful than sharing a meal with someone. Imagine sharing that meal with 2,000 community members around a half-mile long table in the heart of the Arts District in downtown Phoenix. Artists Clare Patey and Matthew Moore are bringing this successful event to the United States for the first time in partnership with the ASU Art Museum, Roosevelt Row CDC and many other community partners. Your restaurant is invited to be a part of this grand community experience.

The Trade:

Feast on the Street will devote prevalent real estate on their website and in social media for promoting participating restaurants. Restaurants will offer Feast attendees the option of pre-ordering meals or take-out options to enjoy at the Feast's half-mile long dining table along First Street. A win-win situation is created for everyone.

Restaurants Benefits:

- Restaurants keep 100% of the profit from meals sold. There are no participation fees. Just easy access to more fans and customers!
- Less guess work. Pre-ordered meals make supply and staff planning easier.
- Restaurants are in the driver's seat. No restrictions on pricing: offer either a full menu or partial menu and determine a take-out or ordering and pick-up system that works for you.
- Ride the promotion train. ***Feast on the Street*** was built for media buzz and your business can be associated with it and seen by thousands of new visitors to the area and our website and social media followers.

Zero Waste:

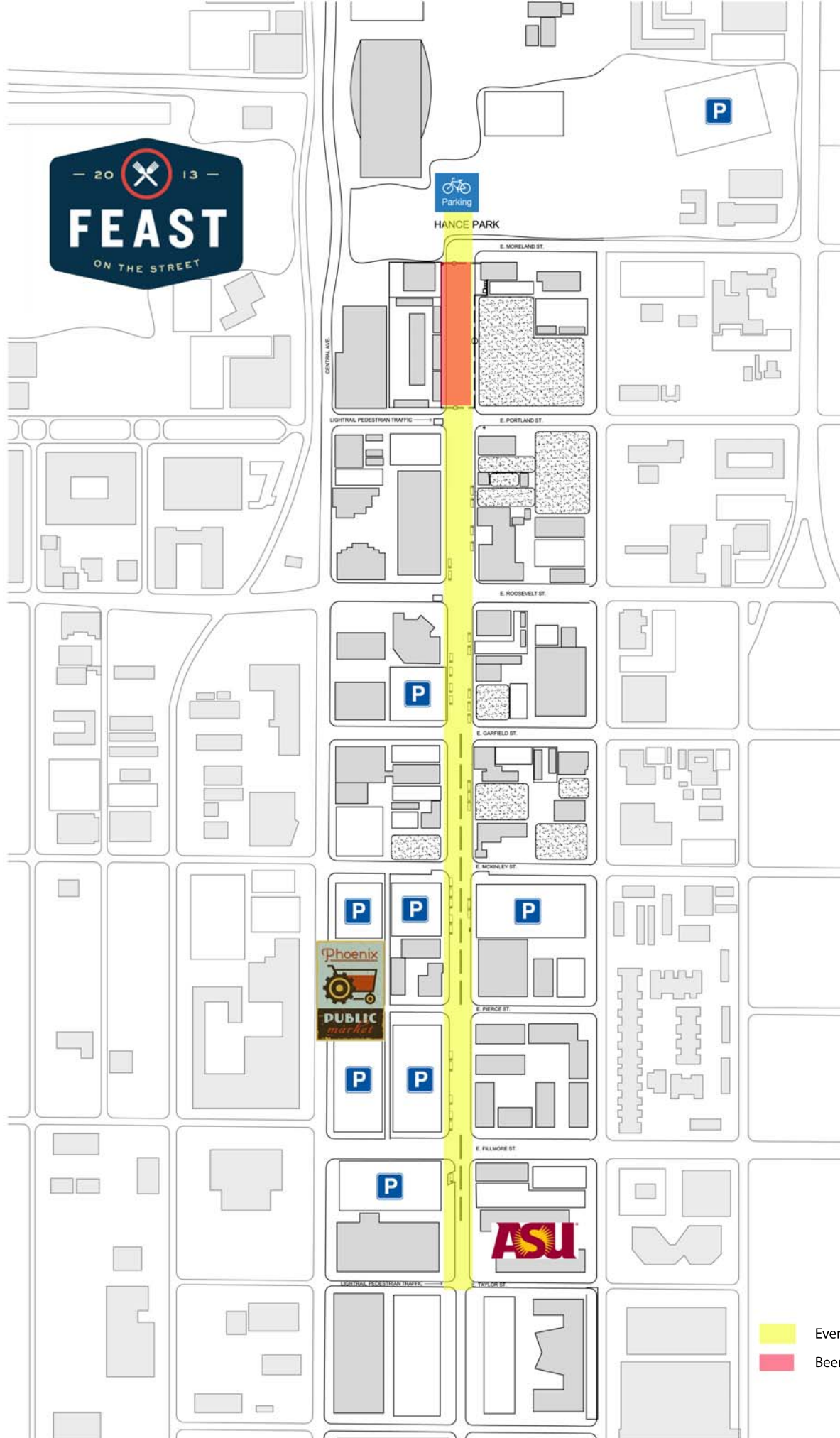
The goal is to create a zero-waste event. If you would like to participate in a group purchase of recyclable and biodegradable utensils, cups and packaging, please email us at info@feastonthestreet.org!

Traffic Impact:

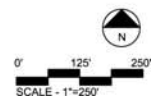
Meters will be bagged at 2:00 p.m. on Friday, April 12, 2013. First Street will be closed from 8:00 a.m. to midnight on Saturday, April 13, 2013. Access to businesses along First Street will be maintained through side streets and alleyways. Additional surface parking options are available throughout the area and visitors are encouraged to use light rail.

Contact:

For additional information, please contact Greg Esser at greg@rooseveltrow.org or 602-614-8727.



- Event Area
- Beer Garden





2PM till 9PM, Saturday, April 13
Expected Event Attendance: 2,500+

Submission & Contact

Please submit the form below by **March 22, 2013** to Greg Esser at greg@rooseveltrow.org. For additional information contact Greg via email or by calling 602-614-8727.

Restaurant Name _____

Contact _____

Phone No. _____ FAX _____

Address _____
street city/state zip

Email _____

URL _____

- I would love to participate in Feast on the Street on April 13, 2013!
- I will have pre-order or take-out options available during the hours of the event.
- I recognize this is a zero-waste event and agree to use recyclable or biodegradable utensils and packaging for carry-out items. Please email info@feastonthestreet.org if you would like assistance obtaining environment-friendly packaging.
- I would like to be listed on the Feast on the Street website. Please email your logo and URL to info@feastonthestreet.org
- I would like to help spread the word by providing a link on my website to the event:

www.FeastOnTheStreet.org

- I would like to make a voluntary donation of \$50 to support the work of Roosevelt Row and its community partners producing this event, payable to *Roosevelt Row CDC*.

We greatly appreciate your partnering with us on behalf of our community.