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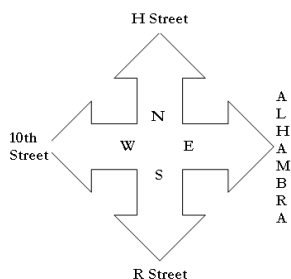
Midtown Cocktail Week (MCW) 2010 Event Venue Application **DUE NO LATER THAN 5PM TUESDAY MARCH 23**

This application is for local businesses within the MCW 2010 boundary who would like to be listed on the official roster of MCW events during MCW 2010 August 9 thru 15.

Midtown Cocktail Week is designed to promote the Midtown Sacramento area. Therefore, the boundaries are as follows:

- H Street is the North boundary
- R Street is the South boundary
- 10th Street is the West boundary
- Alhambra is the East boundary

Any venue within and including the area described are invited to apply.



Why apply to be listed on the official schedule for MCW?

What MCW provides your venue for FREE:

- 1) Promotion via news media, fliers, and MCW logo cocktail napkins, and all other MCW promotional materials
- 2) Printed fliers and cocktail napkins, quantities based on the size of your venue
- 3) Feature your venue on the MCW website & links to your venue
- 4) Social media promotion from the official MCW website and MCW online social networks
- 5) Two (2) MCW team members on-site to greet guests/participants at each MCW-sponsored event
- 6) A schedule of helpful planning meetings

Your responsibilities as an official MCW venue:

- 1) Feature any sponsor collateral (fliers, samples, t-shirts on bartenders, etc)
- 2) Distribute all official MCW collateral (fliers, cocktail napkins, etc) and display MCW poster
- 3) Sign an agreement to adhere to responsibilities and rules of MCW
- 4) Provide one primary contact person for MCW correspondence
- 5) Provide logo (in vector format only) and venue details to MCW for use in promotional materials and MCW website at least 6 weeks prior to August 9th, 2010 (no later than Monday June 28th).
- 6) Allow MCW to feature your venue in all current and future MCW promotional material
- 7) Provide the adequate number of staff members for all guests at your venue/event (per MCW staff minimum recommendations)
- 8) Provide at least 1 trained staff person to check IDs **at the door** during the entire MCW event hours at your venue

How to apply:

Please answer the following questions.

1) Venue/bar/restaurant name: _____ Street address: _____

2) Contact person full name: _____ Phone: _____

Email: _____
(will be used only for correspondence regarding this application)

(please continue next page)

3) Describe your bar/mixology program.

4) Describe your idea/concept that you would like to execute for MCW.

5) What defines your event idea? What is special about your location/theme/program?

6) What spirit(s) would your event be using?

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Please mail completed applications to

Midtown Business Association
1716 L Street
Sacramento, CA 95811
Attn: Midtown Cocktail Week

Or email to

info@midtowncocktailweek.com

Your business will be contacted no later than April 9th, 2010 regarding your involvement in MCW 2010.

Would you like to be an official sponsor of Midtown Cocktail Week? Or are you interested in volunteering at any of the Midtown Cocktail Week events? Please contact us!

info@midtowncocktailweek.org