



Become Part of 2010 OBX Taste of The Beach

March 11 - 14, 2010

"One of the Top 10 Wine & Seafood Festivals in the United States" – Coastal Living Magazine

The Outer Banks Restaurant Association (OBRA) would like to thank you for your continued support of the Annual OBX Taste of The Beach Weekend. This year, the Outer Banks Restaurant Association is excited to extend to your organization an opportunity to be a part of this ever growing, nationally recognized event through some wonderful sponsorship programs. Before that however, we would like to give you some background information our event.

The 2009 OBX Taste of The Beach Weekend shattered expectations by more than doubling ticket sales of the 2008 event. The weekend-long food fest, featuring over 50 separate events from Wine Dinners and Tapas Crawls to Cooking Classes and Oyster Roasts, was first expanded to this long weekend format in 2008. The original Expo event reached its capacity, and without a larger venue as an option, it was felt that the best plan would be to expand the reach by offering multiple culinary adventures in multiple locations over a 4-day weekend. Promoted by the OBRA through a website featuring online ticketing technology, the expansion of Taste Of The Beach was inspired by the Associations desire to promote The Outer Banks as a destination known for its fine eateries.

Clearly, the idea was a good one. Partly through the viral nature of internet marketing, the idea of a long weekend of exciting and innovative dining events has caught the attention of food enthusiasts in a big way. Being named as one of the Top 10 Seafood and Wine Festivals in the nation by *Coastal Living* magazine, really helped thrust the event onto the national stage. The event has drawn visitors from across the US and Canada, with groups of people flying in and charting a course of several events throughout the weekend, and we anticipate that the event will continue to grow.

The OBRA is anticipating its third Tourism Assistance Grant (TAG) from the Outer Banks Visitors Bureau to help promote the event. The funds received from this grant must be used for paid advertising to promote the weekend long event outside of the area. The Association is extremely excited about the improvements we have been able to execute for our third year of an extraordinary weekend-long annual program that is quickly becoming a highlight of the Outer Banks calendar every year.

In addition a portion of the proceeds from the Taste of The Beach will benefit the Outer Banks Restaurant Association Culinary Scholarship Fund. This scholarship aims to reinvest in the local food-service industry by offering financial assistance and networking opportunities to area students interested in pursuing any type of culinary education. With the success of the 2009 event, the Association is currently building the process through which funds will be distributed and is excited about seeking our first round of scholarship applicants.

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SPONSORSHIP LEVELS

Co-Title Sponsorship: \$15,000 (Two Available) – Only one remains

Benefits

- Business is Co-Title Sponsor of The OBX Taste of The Beach Weekend – (ABC Business & The Outer Banks Restaurant Association Presents The 2010 OBX Taste of the Beach Weekend)
- Name and logo on all collateral material (posters, postcards, expo Tickets, welcome bags, aprons, t-shirts, Expo Program, etc.)
- Recognized by name as the Co-Title Sponsor in all marketing (print, radio, web, etc)
- Recognized verbally at Opening Event as Co-Title Sponsor of The OBX Taste of The Beach Weekend
- Recognized verbally at Grand Finale EXPO event on Sunday, March 14th as Co-Title Sponsor of The OBX Taste of The Beach Weekend
- Nationwide exposure and awareness in ALL press releases (pre and post)
- Presence on www.obxtasteofthebeach.com (to include logo and link)
- Booth at OBX Taste of The Beach Expo
- 10 VIP Welcome Bags (includes: apron, t-shirt, TOB wine glass, TOB pint glass)
- 15 Tickets to OBX Taste of The Beach Expo
- 2 Tickets to up to ten OBX Taste of The Beach Weekend events of your choice

OBX Taste of The Beach EXPO Event Sponsorship: \$5,000 (One Available)

Benefits

- Business is Top Sponsor for Grand Finale EXPO event on Sunday, March 14th (ABC Business Presents 2010 OBX Taste of The Beach EXPO)
- Company logo and link on www.obxtasteofthebeach.com under Title Sponsorship Level
- Recognized with name and logo on materials that highlight the Grand Finale EXPO event
- Nationwide exposure and awareness in ALL press releases (pre and post)
- Recognized as Top Sponsor of Grand Finale EXPO event on www.obxtasteofthebeach.com (to include logo and link)
- Business logo included on Welcome Bags
- Recognition as Top Sponsor of Grand Finale EXPO on evening of event (includes front page of program)
- Booth at OBX Taste of The Beach Expo
- 4 VIP Welcome Bags (includes: apron, t-shirt, TOB wine glass, TOB pint glass)
- 8 Tickets to OBX Taste of The Beach Expo
- 2 Tickets to five OBX Taste of The Beach Weekend events of your choice

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Merchandise Sponsorship: \$2,500 (Two Available)

Benefits

- Large company logo on ALL 2010 OBX Taste of The Beach Weekend merchandise (to include: aprons, welcome bags, and t-shirts)
- Large company logo on ALL Point of Sales material
- Company Logo in OBX Taste of The Beach Expo Program
- Company logo and link on www.obxtasteofthebeach.com under Merchandise Sponsorship Level
- Booth at OBX Taste of The Beach Expo
- 2 VIP Welcome Bags (includes: apron, t-shirt, TOB wine glass, TOB pint glass)
- 4 Tickets to OBX Taste of The Beach Expo

Banner Sponsorship: \$1,500 (Three Available)

Benefits

- Company logo and link on www.obxtasteofthebeach.com under Banner Sponsorship Level
- Company logo on Welcome Bags
- Company logo on ALL television ads
- Recognition in ALL radio ads
- Company logo in OBX Taste of The Beach Expo Program
- Mentions in ALL radio and television interviews
- Booth at OBX Taste of The Beach Expo
- 1 VIP Welcome Bag (includes: apron, t-shirt, TOB wine glass, TOB pint glass)
- 2 Tickets to OBX Taste of The Beach Expo

Sponsor Name: _____ Contact Name: _____

Sponsorship Level: _____

Mailing Address: _____

Phone: _____ Email: _____

Paid By: _____ Amount: _____

Signature: _____ Date: _____



Please fill in your information and fax to Quinn Capps at 252-480-3337

All donations for the 2010 OBX Taste of The Beach Weekend will be used exclusively for costs associated with the event. For more information or questions, please contact Quinn Capps at quinncapps@earthlink.net