



Retail Participation Form
Thursday, December 16th, 2010
5:00 PM to 9:00 PM

HILLCREST TASTE N' TINIS WILL PROVIDE RETAIL SHOP:

- One six foot table and chairs
- Liquor and mixes for cocktails
- One bartender to mix and pour cocktails
- One security guard to check wristbands and make sure no one leaves shop with alcoholic beverages in hand
- One trash can outside door for disposal of cups
- Coolers and ice for liquor and mixes during event
- Company name included on all promotional materials such as flyers, posters, mailer, website, advertisements, etc...

RETAIL STORE TERMS AND CONDITIONS:

- Retail Store will pay a non-refundable \$100 fee (**checks payable to: Hillcrest Business Association**)
Initial: _____
- Due to time constraints, Retail Store is required to be open the day before the event, Wednesday, December 15th, 2010 for delivery of tables, chairs, coolers, liquor, mixes and cups for the event.
Initial: _____
- Retail Store is required to stay open for the entire event from 5:00 PM – 10:00 PM or until all extra liquor, tables, coolers, etc. are picked up **Initial:** _____
- Retail Store will display color posters and postcards in shop promoting **Hillcrest Taste N' Tinis**.
Initial: _____

TELEVISION OPPORTUNITY

_____ **Yes, I would like to participate in the KUSI television spot: TBD (Limited to first 8 retails shops)**
Morning Phone #: _____

TICKET OPPORTUNITY

_____ **Yes, I would like to sell tickets to *Hillcrest Taste N' Tinis***

Store Name: _____

Address: _____

Phone: _____

Email: _____

Name of Manager/Owner: _____

Signature of Manager/Owner: _____ **Date:** _____

Special Promotion: _____

Special Needs:

Please fax back this registration form to McFarlane Promotions at **619-233-0898** by **October 1st, 2010**. Please make checks payable to Hillcrest Business Association. The Hillcrest Association looks forward to your participation and we wish to thank you for your generous time and support.

McFarlane Promotions 656 Fifth Avenue Ste. B San Diego, CA 92101
Phone number: 619-233-5008 Fax number: 619-233-0898