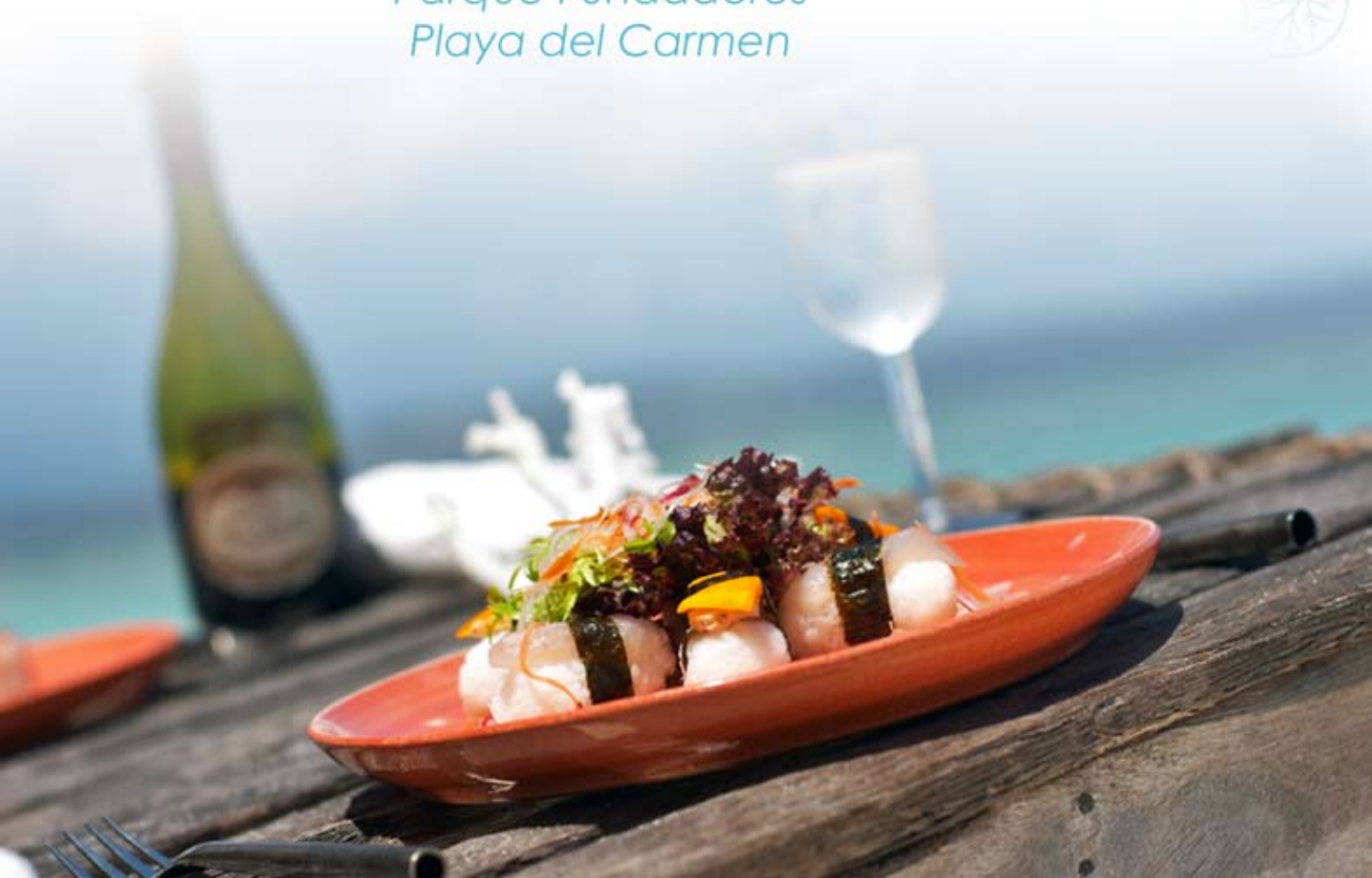




TASTE  OF PLAYA

5th of September 2009  
Parque Fundadores  
Playa del Carmen



## Taste of Playa 1st Annual Sampling



"Taste of Playa is a celebration of the creativity and cultural influences of chefs throughout the Riviera Maya."

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# TASTE OF PLAYA

*Taste of Playa is a new culinary event in Playa del Carmen that will celebrate the creativity and cultural influences of chefs throughout the Riviera Maya. The event will be a platform used to promote the unique culinary perspectives that fuel the passions and creativity of local chefs, highlight new event venues that will attract a variety of participants and coordinate the efforts of local businesses, municipal governments and international media to draw attention to the spirit of multi-cultural cooperation that defines the modern Riviera Maya.*



*International food fairs are held throughout the world, with each host city highlighting the best and most creative restaurants and retail food outlets that assist in defining the culture of the area. Playa del Carmen is renowned for its diversity, its international influences, its culinary expertise and its Caribbean lifestyle. Restaurants and the food industry have played a major part in the development and definition of the Riviera Maya and this event provides local businesses with an opportunity to showcase the expertise of their talented chefs.*



*The event is scheduled for September 5, 2009 in the Parque Fundadores from 3 pm to 9 pm. Local businesses and sponsors will support the operations of this food focused event, leaving chefs free to concentrate on their creations. Government and media support will promote this festival to local residents and tourists alike, inviting everyone to sample creations that normally they may not have the means or opportunity to enjoy.*

*In the spirit of community, a portion of the proceeds will be used to assist a not-for-profit food program in the area, with this year's beneficiary being Ak Lu'um International School. Funds raised by Taste of Playa 2009 will provide the school with safe, clean drinking water for students, teachers and volunteers for the 2009/2010 school year.*





*The key to the success of any International Event is the execution of a comprehensive marketing campaign. Taste of Playa 2009 is committed to building and executing a sound and successful marketing strategy that results in local and international exposure for the event, the participants, the sponsors, and the City of Playa del Carmen.*

*The 2009 Marketing Strategy is calculated using the following elements:*

- **Press Releases**  
*Released in a series, to local and global markets, leading up to and concluding the event*
- **Print/Promotional**  
*Utilized for participants and sponsors and distributed locally*
- **Print/Advertising**  
*Regional interest magazines and newspapers that support target markets*
- **Video**  
*Highlighting participants, sponsors and attendees, distribution includes local and international online, media and web related portals*
- **Online**  
*Websites, regional and global forums, message boards, current social media sites and viral marketing*

## *Restaurant Participant*





*Restaurants in Playa del Carmen have the opportunity to show their culinary creations and expertise to international and local media, tourists and residents of Playa del Carmen during the Taste of Playa 2009 event.*

**As a Restaurant participant you will:**

- Reach a diverse community that is interested in and curious about the international flavours, beverages and lifestyle that Playa del Carmen is known for
- Prepare up to two signature 'samples' with prices determined by each individual restaurant as per the Taste of Playa peso regulations
- Receive pre-event promotional materials that can be dispersed to your clients
- Expand your customer database and give your restaurant media recognition by participating in the event
- Receive prominent logo placement on event posters and within the event

**Restaurant & Beverage Package: \$1,000 MN (after July 15th \$1,250 MN)**

**Your package includes:**

- Display table (3 x 8)
- 1 banner with company logo and Taste of Playa 2009 logo
- 100 Taste of Playa 2009 flyers
- 1 tablecloth
- 2 chairs
- Tent cover
- Sampling cups and plastic forks
- Taste of Playa buttons for staff at event
- Media promotion; international and local

## Marketplace





*Invitamos a los comerciantes minoristas Playenses a que vendan sus productos comestibles especiales en el mercadillo de Taste of Playa 2009. Los materiales promocionales y la campaña de medios de Taste of Playa 2009 lograrán aumentar el alcance publicitario, atraer a nuevos clientes y consolidar una presencia en el mercado para con turistas y residentes.*

Como participante del Mercadillo podrá:

- Alcanzar a una población diversa interesada en y curiosa acerca de su especialidad
- Vender sus productos distintivos a precio de menudeo a todos los invitados y participantes del evento
- Ser parte de las promociones pre-evento llevadas a cabo por los publicistas de Taste of Playa 2009
- Aumentar su base de datos de clientes y ser más reconocido
- Obtener presencia local e internacional a través de una campaña de medios completa

**Paquete Vendedor en el Mercadillo: \$1,500 MN (después del 15 de julio \$1,750 MN)**

Su paquete incluye:

- Mesa de exhibición (3 x 8)
- 1 banner con el logo de la compañía y el logo de Taste of Playa 2009
- 100 Flyers de Taste of Playa 2009
- 1 mantel
- 2 sillas
- Toldo
- Insignia de Taste of Playa 2009 para el personal durante el evento
- Promoción en medios; internacional y local

## Sponsorship

*Businesses in Playa del Carmen are invited to sponsor Taste of Playa 2009 either monetarily or with an in-kind donation of services and items necessary to event operations. This is a tremendous opportunity for local businesses to position themselves first, in the eyes of international and local media, and in the minds of visitors and residents of Playa del Carmen. In addition to the marketing advantage, sponsorship for Taste of Playa 2009 provides specific promotional benefits at each level of commitment.*

### **Executive Chef Sponsor \$10,000 MN**

1. Prominent corporate logo recognition in Taste of Playa 2009 promotional and media materials:
  - Posters
  - Invitations
  - VIP passports
  - Taste of Playa 2009 web site
  - Magazine advertisements
  - Restaurant pre-event flyers
2. Acknowledgment as an Executive Chef Sponsor in all media releases including blogs and social media
3. Prominent corporate message in the Taste of Playa 2009 website with company domain link
4. VIP passports for 4 guests who will enjoy early entry to Taste of Playa 2009
5. Logo identification at the entrance to the event independent from other sponsorship levels
6. First right to purchase additional VIP passports at retail price

## **VIP Sponsor \$7,500 MN**

1. Logo identification as the VIP Sponsor in Taste of Playa 2009 print materials:
  - Posters
  - Invitations
  - VIP passports
  - Taste of Playa 2009 web site
  - Magazine advertisements
2. Prominent identification and sponsor acknowledgement at the venue at the VIP area
3. Corporate logo on the Taste of Playa 2009 website with company link and one line description
4. VIP tickets for 3 guests who will enjoy early entry to Taste of Playa 2009
5. First Right to purchase additional VIP tickets at retail prices

## **Sous Chef Sponsor \$5,000 MN**

1. Logo identification as a Sous Chef Sponsor in Taste of Playa 2009 print materials:
  - Posters
  - Invitations
  - VIP passports
  - Taste of Playa 2009 web site
  - Magazine advertisements
2. Prominent identification and sponsor acknowledgement at the venue
3. Corporate logo on the Taste of Playa 2009 website with company link and one line description
4. VIP tickets for 2 guests who will enjoy early entry to Taste of Playa 2009
5. First Right to purchase additional VIP tickets at retail prices

## **Pastry Chef Sponsor \$2,000 MN**

1. Logo identification as a Pastry Chef Sponsor in Taste of Playa 2009 print materials:
  - Posters
  - Invitations
  - Taste of Playa 2009 web site
  - Magazine advertisements
2. Taste of Playa pesos (20)
3. Logo recognition at venue

# Location





# TASTE OF PLAYA

*Parque Fundadores commemorates the Founders of Playa del Carmen and is a significant historical location within the city. Originally a community gathering spot where residents obtained their water, food and basic living essentials, this location was the market hub for the then small village. As the population grew and the city expanded, the park evolved into a center for entertainment and events, with local businesses and vendors setting up shop around this central point*

*The current Municipal President, Prof. Roman Quian, has brought life back into this important community area and rejuvenated the site under the program 'Rescate de los Sitos Publicos'. Playa del Carmen's only beachfront park has been thoughtfully renovated to include public seating and shade, a play area for children and their families and a delightful bandstand. The local vendors have remained, selling their wares, just as they have for generations.*

*Taste of Playa 2009 will be held in this public area, Parque Fundadores, to celebrate all that is Playa del Carmen; its people, its government and those who choose it as a vacation destination. It is our honor to contribute to the traditions and history of Playa del Carmen with this event.*



# Taste of Playa 2009 Donation Ak Lu'um International School

Ak Lu'um International School is a non-profit learning institution located in Playa del Carmen. Waldorf trained educators combine a **Head, Heart and Hands** approach with **Learning Through the Arts** methodology to teach curricular subjects such as Math, Science and Social Studies.

Founded in 2006, Fundacion Ak Lu'um A.C. provides a safe and inclusive learning environment, successfully integrating physically and developmentally challenged students into mainstream classroom settings. 36% of the students receive full scholarship relief. Ak Lu'um encourages hands on learning within an eco-conscious environment, giving students a solid foundation for their future.

Funds raised by Taste of Playa 2009 will provide the school with **safe, clean drinking water** for students, teachers and volunteers for the 2009/2010 school year.



