



**COOKING ON-SITE:** A limited number of restaurants will be allowed to cook on-site due to space availability. If cooking, each restaurant must supply a 2½ gallon water fire extinguisher if using wood or charcoal or a Chemical Extinguisher rated at least 2A:10BC if using propane for this purpose.

\_\_\_\_\_ Yes, my restaurant is cooking on site. \_\_\_\_\_ No, my restaurant will not be cooking on-site

**FESTIVAL PROMOTIONAL MATERIALS:** To ensure the success of The All About Uptown Festival, we ask that you assist with promoting the event in your restaurant. Marketing materials will be provided at no charge.

\_\_\_\_\_ Number of posters (11" x 17") \_\_\_\_\_ Number of fliers (4" x 9") \_\_\_\_\_ Table tents

**GIFT CERTIFICATES NEEDED:** Gift certificates for meals at Uptown restaurants will be used to gain marketing exposure for the festival and your restaurant in the following ways:

- Our Radio Partners will promote the event on air. Gift certificates will be given away on air with your restaurant receiving a mention.
- Surveys are conducted at the festival to obtain demographic information about the attendee as well as to build a database for future marketing efforts.
- Certificates are due no later than August 28, 2009. Indicate your participation below:  
\_\_\_\_\_ YES \_\_\_\_\_ NO

**FOOD NEEDED FOR POTENTIAL MEDIA PUBLICITY:** In an effort to gain pre-event publicity, please let us know if you are interested in providing small quantities of food your restaurant will sell at The All About Uptown Festival, gift certificates or any other items that will get the media personalities to talk about the festival and your restaurant. Also, please mark below if you have a chef that would like to appear on morning TV and/or radio shows. Please indicate your participation below.

\_\_\_\_\_ YES \_\_\_\_\_ NO

Please make checks payable to:  
Uptown Dallas, Inc.

Mastercard, Visa Accepted

And return with completed application to:

**Uptown Dallas, Inc.**  
**Attn: All About Uptown Festival**  
**2808 McKinney, Suite 100**  
**Dallas, TX 75204**

Contact: Sandra Johnson, Director of Marketing, (214) 871-7696 or [Sandra@UptownDallas.net](mailto:Sandra@UptownDallas.net)

## **IMPORTANT DATES**

**July 31, 2009 Application Deadline**  
**Aug 24, 2009 – Menu Submitted**  
**Aug 28, 2009– No refunds for cancellations**

**Saturday, Sept 26 – All About Uptown Festival: 11am – 10pm**

**FEES:** Application must be postmarked on or before July 31, 2009, add \$100 if postmarked after this date.

Check the appropriate category and place the amount in the line to the right.

	<b>TOTAL</b>
Booth Fee:	\$ _____
____ ONE (1) 10 x 10 Booth NOT selling alcohol \$500	
____ ONE (1) 10 x 20 Booth NOT selling alcohol \$700	
____ ONE (1) 10 x 10 Booth SELLING alcohol \$500 plus the cost of the TABC Temporary Liquor License	
____ ONE (1) 10 x 20 Booth SELLING alcohol \$700 plus the cost of the TABC Temporary Liquor License	

ADDITIONAL ELECTRICITY	\$ _____
____ # of extra 120-V outlets x \$45 each	
____ # of extra 220-V, 30 amp outlets x \$50 each	
____ # of extra 220-V, 60 amp outlets x \$125 each	
____ # of extra 220-V, 100 amp outlets x \$175 each	

LOGO IN EVENT PROMOTION MATERIALS \$50 (Optional)	\$ _____
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<b>TOTAL AMOUNT OF CHECK SUBMITTED:</b>	<b>\$ _____</b>
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**If paying by credit card please fill out this section. We accept Mastercard and Visa.**

Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date: Month/Year \_\_\_\_\_

Total Amount to be Charged \_\_\_\_\_

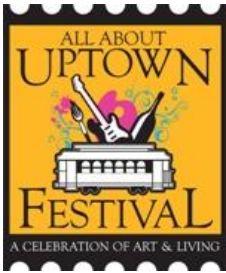
CVV Security Code located on the back of card \_\_\_\_\_

**AUTHORIZATION:** Vendor agrees that it shall abide by the terms and conditions of the 2009 All About Uptown Festival Rules, Regulations and General Information & Restaurant Vendor Booth Space attached hereto and made a part hereof and that Vendor has read and understands the same. This Application, if approved by Uptown Dallas, Inc., together with the Rules, Regulations and General Information, constitutes a non-exclusive revocable permit (so called in the Rules, Regulations and General Information) between your company or business and UDI regarding the Event. Vendor shall abide by and comply with, and this permit is subject to, all laws, ordinances, rules, regulations, standards, and policies of UDI or its authorized representatives, whether now existing or hereafter adopted or modified.

(Signature) \_\_\_\_\_ (Date) \_\_\_\_\_

**APPLICATION CHECKLIST:**

- \_\_\_ Completed and signed application
- \_\_\_ Check, Cashiers check, money order or credit card information payable to UDI
- \_\_\_ Camera ready logo in jpg and eps format provided to UDI
- \_\_\_ Completed and signed application



_____
Restaurant Name
_____
Contact Name
_____
Phone Number
_____
Address to appear on menu board

# BOOTH MENU

**DEADLINE: August 24, 2009**  
**NO CHANGES AFTER AUGUST 28, 2009**

**CHANGES TO THE MENU SIGN AND PRICE SLASHING WILL RESULT IN FORFEITURE OF SECURITY DEPOSIT. CHANGES TO BEER PRICES WILL ALSO RESULT IN FORFEITURE OF THE RIGHT TO SELL ALCOHOLIC BEVERAGES AT ALL FUTURE EVENTS.**

Please submit this booth menu form by **August 24, 2009** so the Dallas Environmental Services Department, electrician and other contractors can begin processing the information. Any changes to the menu must be made in writing no later than **August 28, 2009** so the booth menu signs can be printed and the correct menu information can be included in event program and on the event website.

### FOOD ITEMS

Item 1: \_\_\_\_\_ Cost: \_\_\_\_\_

Item 2: \_\_\_\_\_ Cost: \_\_\_\_\_

Item 3: \_\_\_\_\_ Cost: \_\_\_\_\_

Item 4: \_\_\_\_\_ Cost: \_\_\_\_\_

**BEVERAGES (Alcoholic & Non-Alcoholic Beverages):** The All About Uptown Festival is seeking an exclusive non-alcoholic beverages (soft drinks, lemonade, water, tea) and beer sponsor, it may be required that restaurants sell the represented products and purchased from Festival Beverage Sponsor. Order forms will be provided during the pre-event meeting. It is important to support the event sponsors because of the financial and marketing support they provide. Their sponsorship support allows the event to feature headline entertainment and keep the operational and admission costs as low as possible.

To ensure a competitive and consistent guest experience, The All About Uptown Festival will provide restaurant guidelines for standard container size and prices for beer, wine and non-alcoholic prices.

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

### EQUIPMENT:

Description 1: \_\_\_\_\_ Amps: \_\_\_\_\_

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Description 1: \_\_\_\_\_ Amps: \_\_\_\_\_

Please return to: Uptown Dallas, Inc. Attn: All About Uptown Festival, 2808 McKinney, Suite 100, Dallas, TX 75204 or return by **fax to (214) 871-7193**