

# Restaurant Sponsor Event Guide



**TASTE**  
**OF THE COUNTY**  
**2021**

**Event Website**  
**[smchf.org/toc](http://smchf.org/toc)**



**San Mateo County**  
**Health Foundation**

**October 2nd**  
**12-5 PM**

# To the enduring and resilient San Mateo County community...

Please join the San Mateo County Health Foundation for our first ever **Taste of the County** event on **October 2nd** from 12-5 PM at the San Mateo Event Center. Come celebrate the resilience of our community through the pandemic with delectable bites from our most beloved local restaurants, wineries, and breweries.

This will be a family-friendly event that will include children's activities, live music, and a celebration centered around the health and wellness of our community.

Over thirty restaurants, wineries, and breweries will gather to provide guests a relaxing, fun, and safe day outdoors to raise awareness about our county's public hospital and clinics.

We know that our **restaurant partners** have experienced great challenges during the pandemic. This event is your chance to showcase your restaurant's resiliency and attract new customers. You will have community-wide exposure on our event website, print and digital promotions, social media, and day-of event signage.

In this event guide we have included a link to our main event website, FAQs, and an agreement form. Please review when you are able and help us meet our goal. If you have any questions or would like additional information, please contact John Jurow at [jjurow@smcgov.org](mailto:jjurow@smcgov.org) or call (650) 573-2655.

## Thank you to everyone who supports our mission!





## FREQUENTLY ASKED QUESTIONS

### What is Taste of the County?

Taste of the County brings together San Mateo County's beloved restaurants for an outdoor festival to celebrate the health and strength of our community. The event will have a diverse demographic of residents with the buying power to become loyal diners. Attendees include community leaders, young hi-tech professionals, county supervisors, government officials, business owners, San Mateo County Health Foundation donors, and foodies. All proceeds will be used to support the health of the county.

### How Does it Work?

Each restaurant represents its uniqueness through an individual tasting station. Each station offers a sampling of your favorite or most popular dish. Attendees will sample each offering, thereby whetting their appetites to visit your restaurant and enjoy your menu.

## What Does My Restaurant Get in Return?

The San Mateo County Health Foundation will publicize Taste of the County in the early summer months. The moment you agree to participate in our event, we will begin advertising your restaurant to our donor base and San Mateo County through print, social media, and the web. Below are examples of the many ways your restaurant will be represented in our comprehensive campaign.

Promo Item	Description of Promo Item
Event Poster	Posters with your logo will be circulated through all major cities in San Mateo County.
Event Postcards	Postcards of the event with your logo will be sent to our mailing list of several thousand supporters.
Event Program	Your restaurant's name will appear inside the official event program. <b>Note:</b> High resolution logos (2000px min.) are <b>required</b> by <b><u>August 31</u></b> for inclusion in event materials.
Email Marketing	Your restaurant's logo will appear in emails to our newsletter list with several thousand members.
Web Promo	Your restaurant's logo will appear on our event page and partner websites promoting Taste of the County.
Social Media	Your restaurant's participation will be shared on all of SMCHF's social media profiles in event update posts and follow-up posts after the event.

# RESTAURANT AGREEMENT FORM

This guide includes a restaurant agreement form to participate in Taste of the County. You can fill out a digital copy of this form by visiting [smchf.org/tocsponsors](https://smchf.org/tocsponsors) or email a scanned copy to Mitra Faridian at [mfaridian@smchf.org](mailto:mfaridian@smchf.org) at your earliest convenience. Please read the information included on this page before filling out the form. If you have any questions, you can contact the email above. Thank you!

***The San Mateo County Health Foundation's Tax ID is 94-3116070***

## **Sampling Specifications**

Your restaurant will provide a sample size offering of a popular entrée, appetizer, or dessert for approximately 350 event attendees.

## **Station Layout**

Our Foundation will provide you a table, tablecloths, small serving plates, and silverware. Serving dishes and serving utensils must be provided by you.

## **Station Decoration**

We will be printing a sign with your restaurant's logo that you are welcome to keep and use for future events. Some restaurants may choose to bring their own signage and promotional materials.

## **Station Staff**

It is a good idea to have a chef or server at your station. Your restaurant is responsible for timely delivery and clean-up. A staff member interacting with guests is a great way to promote your business. If you are unable to send staff but would like to donate food only, we welcome your donation and will find volunteers for your station.

# RESTAURANT AGREEMENT FORM

Restaurant Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Day-of Contact Name \_\_\_\_\_

Tasting Station Offering \_\_\_\_\_ Day-of Phone \_\_\_\_\_

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Tasting Station Requires Electricity?      Yes      No

I will be in attendance with my staff to serve food.

I will only donate food but not be available to attend to my station during the event.

Restaurant Website \_\_\_\_\_

I agree to provide a sample offering of food and/or beverages for the Taste of the County event on October 2, 2021 during 12-5 PM. I will provide samples in accordance to the specifications outlined in the Restaurant Sponsor Event Guide. In turn, the San Mateo County Health Foundation agrees to publicize my restaurant in promotional materials as outlined on the FAQs page of the same guide.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date





# ABOUT US

The **San Mateo County Health Foundation** was founded in 1989 by four extraordinary women. Our mission is to provide healthcare access to all county citizens regardless of ability to pay.

During the past year, our donor family helped us support the county hospital and clinics with over \$600,000 in funding, distribute hundreds of thousands of pieces of PPE, fed frontline healthcare workers with tens of thousands of meals, provided over one hundred thousand diapers to families in need, and gave thousands of produce boxes to households that were COVID positive.

The results listed above are all made possible thanks to an amazing **community of Foundation Supporters** dedicated to promoting the overall health and well-being of every San Mateo County citizen.



**We look forward to  
seeing you there!**

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