

Burke Marketing
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February 12, 2018

Hello Restaurant Owners and Food Vendor Friends,

You are invited to participate at the 39th Annual 2018 Pig Out in the Park, August 29th – September 3rd, in Riverfront Park, Spokane, Washington. Pig Out in the Park continues to be one of the Spokane Community's favorite annual events. Our customers really look forward to Pig Out in the Park's great food selection, fantastic prices and free live entertainment. During our six-day run approximately 110,000 hungry people will attend Pig Out in the Park.

For 2018, our location in Riverfront Park will change a little, as we work to move back on to the new Howard Street Bridge and the front of the park. This move, places our event back closer to the central business district of Spokane and will support lunch business for all Pig Out food booths. With more than 15,000 employees in the core daily, our event relies on this wonderful customer base all six days of the event. So even though Riverfront Park will be going through redevelopment for the next several years, we continue to partner with Riverfront Park. This year we will stage our event on the new Howard Street Bridge, in the Ice Ribbon Meadow, in the Clocktower Meadow and in the Lilac Bowl. Included with this mailing is the working layout for this year's event (as we get closer to the event I'm sure there will be a few changes).

Pig Out in the Park is a great food vendor event. Our food and free concert entertainment continues to draw large appreciative hungry audiences. We know the greater-Spokane community is looking forward to another excellent celebration of food and live entertainment. There will only be 47 food vendors/booths at the 2018 Pig Out in the Park. For more information, copies of applications and Health District and Fire Department information are all available at www.spokanepigout.com (to be updated by February 1, 2017)

For 2018, we have also received a marketing grant from the City of Spokane Hotel-Motel Lodging Tax. With this grant we will increase our regional advertising and bring even more new customers to Pig Out in the Park.

2018 Pig Out in the Park Participation guidelines and policies:

- Again this year all Pig Out in the Park food vendors will participate in a soft drink sales profit sharing program. You will receive more information after we receive your application.

- Cash register sales tapes with daily commission settlements are required (No one is Exempt). We appreciate your cooperation.
- Daily 10 am Vendor Meeting attendance is required for your participation at the event. To make the most of your Pig Out in the Park experience and to maximize sales profits, our morning vendor meetings are more important than ever (No one is Exempt).
- Single Owner multiple booths will be determined on an individual basis (No exceptions).
- Participation paperwork must be completed by August 1, 2017 (Insurance Certificate, completed Application, Booth Diagram/Layout, Menu Items and Spokane Regional Health District Permitting). **We must receive your liability insurance certificates (with additional insured listed) two weeks prior to the event for you to participate.**
- Booths will be reserved with a \$1,500 booth deposit per booth, due with your application.

All remaining booth fees are due by August 1, 2017. We appreciate your cooperation. Sign up for your Pig Out in the Park food vendor booth today. **Don't wait.** I'm sure we will sell all booths/locations quickly. Thank you again for your consideration and continued support. The 2018 Pig Out in the Park will be our best event yet!

Cordially,



Bill Burke

Enc. 2018 Pig Out in the Park Application
2018 Pig Out Working Layout