



July 2017

Dear Potential Restaurant Partner:

The Boys and Girls Club of Metro Queens is having its **Fourteenth Annual “Global Cuisine of Queens” Food Tasting event on Wednesday, October 18, 2017 at 6:00 PM at Resorts World Casino New York in Ozone Park, Queens.** Our continued collaboration with Resorts World Casino has expanded the event and offers our restaurants and guests a terrific experience.

We would like to invite you to participate in our event which showcases a cross section of the finest restaurants, bakeries, caterers, wineries, and breweries in Queens, Brooklyn, and Long Island. *There is no entry fee for this event.*

Participating restaurants and partners donate food items, such as appetizers, hors d’oeuvres, desserts, or any signature dish or drink you wish to showcase. Food servers are a welcome addition and your business cards, menus, and other pertinent information can be displayed. We anticipate approximately 600 guests during this two and a half hour affair. Resorts World Casino provides each restaurant with two 8 ft. banquet tables with white cloths and skirts, plates, napkins and silverware. Your business will receive all of the benefits on the enclosed sheet.

The *Global Cuisine of Queens* is a wonderful, fun-filled event for our guests and a great way for you to connect and network with new and existing customers, as well as other professionals in your industry. Proceeds help at-risk youth to realize their full potential as productive, responsible and caring citizens, and the community leaders of tomorrow. You truly are making a difference in the lives of the children we serve each day.

Kindly reply to Vanessa Carter at vcarter@metroqueens.org or by fax at 718-441-3257 **no later than Friday, July 21, 2017 to be included in the invitation that goes out to over 6,000 high profile potential customers.**

If you have any questions, please feel free to call us at (718) 441-6050, Ext. 201. Thank you for your consideration and for helping our children to lead productive lives.

Sincerely,

John DeCristoforo
Chief Executive Officer



Marketing & Promotional Exposure

This signature event is an ideal networking opportunity with a substantial, sophisticated audience who appreciate your commitment to our community. We encourage you to showcase your products during the event.

Printed Invitations

Approx. 5,000 mailed to BGCMQ donors and Resorts World Casino Players Club members

Save the Date Postcards

Approx. 5,000 mailed to BGCMQ donors and Resorts World Casino Players Club members

E-Mails

- Minimum of 3 E-blasts – one in August, September, & October to Resorts World Casino player list (approximately 600,000 subscribers)
- Minimum of 3 E-blasts – one in August, September, & October to BGCMQ donor list (approximately 1,000 subscribers)

Print Advertising

Full Page ad in Daily News & Full Page ad in Queens Courier / Courier Sun

Social Media

- Weekly posts to Facebook, Twitter, and Instagram pages on Resorts World Casino & BGCMQ social media sites
- Resorts World Casino – over 66,000 likes on Facebook, over 28,000 followers on Twitter & over 2,800 followers on Instagram
- Ongoing cross-promotion of our sponsors and partners on social media

Press Releases

- Twice-monthly press releases leading up to the event, with quotes from some of our sponsors and partners
- Distribution of press releases to a targeted media list in local area who cover wine, food, beer, tourism, and travel

Website Listing

- Your business (with hyperlink to your website) listed on Resorts World Casino website www.rwnewyork.com (average 44,000 visitors/month)
- Your business (with hyperlink) to your website listed on BGCMQ website www.metroqueens.org

Posters

100 distributed locally

Event Signage

Logo displayed on 6 large screens on a loop throughout the event and VIP reception area



**BOYS & GIRLS CLUB OF METRO QUEENS
GLOBAL CUISINE OF QUEENS
Event Requirements & Commitment Form**

Event Requirements:

- Submit a copy of your certificate of insurance naming both Resorts World Casino and Boys & Girls Club of Metro Queens as additionally insured with your application
- **Vendor must be able to be setup AND ready no later than 5:30 p.m.**
- NO OPEN FLAMES ARE PERMITTED (includes sterno). Hot plates are permitted.
- Vendor needs to provide enough product to last through 8:00 p.m. We anticipate approximately 600 guests during this two and a half hour affair.
- Resorts World Casino provides each vendor with two 8 ft. banquet tables with white cloths and skirts, plates, napkins and silverware.
- Vendors are encouraged to bring any signature dish or drink you wish to showcase, such as appetizers, hors d'oeuvres, desserts, spirits, etc.
- Food servers are a welcome addition and your business cards, menus, and other pertinent information can be displayed.
- There is no vendor fee to participate.

 Yes I would like to participate in the *Global Cuisine of Queens* being held on Wednesday, October 18, 2017 at 6:00 P.M. at Resorts World Casino New York

Yes, I will be willing to donate a Gift Certificate for Dinner for two or other item to help support the Raffle

We will be utilizing a hot plate and need electricity.

We will need Ice

Company _____

Contact Name _____ **Title** _____

Address _____ **City** _____ **State** ____ **Zip** _____

Phone Number _____ **Fax Number** _____

Email: _____ **Website:** _____

Day of Event Cell Number: _____

Please email, mail, or fax to Vanessa Carter by Friday, July 28th to vcarter@metroqueens.org, fax 718-441-3257; or mail to:

**Boys & Girls Club of Metro Queens
110-04 Atlantic Avenue, Richmond Hill, NY 11419**