



Saturday, April 13, 2024 12:00pm to 4:00pm

PARTICIPATION FORM

Taste of Hillcrest is San Diego's most popular tasting event and attracts over 1,000 participants. Complete this form and email it to natalie@hillcrestbia.org.

BUSINESS NAME: _____ **Retail* / Restaurant (circle one)**

CONTACT NAME: _____

ADDRESS: _____

BEST CONTACT PHONE: _____

EMAIL: _____

BUSINESS WEBSITE: _____

FACEBOOK: _____ **INSTAGRAM:** _____

DESCRIPTION OF SPECIALTY SAMPLE TO BE SERVED: _____

- ☐ **YES, I WOULD LIKE TO PARTICIPATE IN TASTE OF HILLCREST AND AGREE TO PROVIDE NO LESS THAN (750) SAMPLES ON April 13, 2024 FROM 12:00PM TO 4:00PM**
- ☐ **YES, I WOULD LIKE TO PARTICIPATE IN ANY MEDIA OPPORTUNITIES FOR TASTE OF HILLCREST i.e. RADIO, ADVERTISEMENT, COOPERATIVE ADS (FIRST COME FIRST SERVE BASIS).**
- ☐ **YES, I WOULD LIKE TASTE OF HILLCREST DECORATIONS FOR MY RESTAURANT (TABLE, TENTS, STENCILS, AND CHECK PRESENTERS).**
- ☐ **YES, I WOULD LIKE TO PARTICIPATE IN ANY TELEVISION MORNING SHOW SEGMENTS AND I UNDERSTAND THAT THE TIMES AND SCHEDULES MAY CHANGE RAPIDLY (FIRST COME FIRST SERVE BASIS).**

SIGNATURE OF MANAGER/OWNER: _____

*Retailers should note that their participation includes hosting a beer/cocktail sampling station. There is a fee for this service that includes a bartender, drinks, and ABC license. HBA will be in touch if you select this option.