



Participating Restaurant's Publicity and Marketing

Website

As a participating restaurant, you will receive the advertising and marketing benefits of being listed on the American Liver Foundation (ALF) Taste of DeSoto website, www.liverfoundation.org/TasteOfDesoto. Participating restaurants providing their website address will receive the added benefit of being linked on this site.

Media

The Taste of DeSoto website address will be printed on posters and print media, as well as written into radio and television spots produced for the American Liver Foundation Taste of DeSoto throughout DeSoto and surrounding counties.

Participating restaurants will be listed in DeSoto Times-Tribune advertising prior to the Taste of DeSoto event.

Event Program

Participating restaurants will be listed in the event program given to each attendee at the Taste of DeSoto event.

E-Mail Blasts

E-Mail blasts will be sent to a database of Taste of DeSoto attendees, restaurant and sponsors. These e-mails will promote your business by including a request to frequent all participating restaurants, sponsors and vendors.

Deadlines

The sooner your restaurant registers to participate in the Taste of DeSoto event, the sooner you will start receiving these marketing benefits. We have already started receiving print media and have been listed in the Southern Living Magazine Calendar of Events for the past two years with Taste of DeSoto information and website. Posters, radio, and television advertising will begin approximately one month prior to the event.

Don't miss out on this advertising and marketing opportunity. Register your restaurant **NOW** to participate in the **Sixth Annual Taste of DeSoto at the Arena at Southaven, March 23, 2010 from 5:30 – 9:00 p.m.**



Your Liver. Your Life.