



a benefit for families in need

Monday, February 22, 2010

5:30-8:30 PM, Monona Terrace

The Big Eat is a culinary extravaganza where local restaurants offer samples of their specialties. Tickets are sold to individuals and to area businesses. We expect 500 to 600 people to attend this year, and once again, we're in the Exhibition Hall at Monona Terrace, to offer more room for your display space, and more room for diners, too.

The Family Centers are the recipients of the Big Eat proceeds, and they continue to benefit year round from your generosity and the high visibility of this event. The Family Centers include four local organizations that offer relief to people in need: *The Respite Center, The Canopy Center, The Exchange Center for the Prevention of Child Abuse, and Family Enhancement Program.*

The Big Eat is an excellent opportunity to be involved in the community and introduce new people to your restaurant. Your current customers can meet you, and you can present your cuisine to other frequent diners who are always in search of new places. Participants are encouraged to decorate their tables, distribute menus, and display ingredients – anything that contributes to the party atmosphere and conveys the unique flavor of their restaurant. Awards are given for Most Creative Presentation, Best Entree, Nicest Staff, and more. The evening includes music to enhance the festive mood.

Praise from past participants

*"We love being part
of the Isthmus Big Eat
charity event. Great cause,
great food, great fun!"*

*– Kris Larson
GENERAL MANAGER
CAPTAIN BILL'S*

Answers to your questions

What do I provide?

- Samples for 400-500 people
- Serving staff (two servers recommended)
- Gift certificate for a door prize

What kind of promotion is involved?

- Event ads in Isthmus and TheDailyPage.com, video restaurant visits online, and on local TV
- Media partners will promote the event on local television and local radio

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Last year, Big Eat participants helped to raise more than \$15,000 for The Family Centers. It was an amazing success! This year, we would like you to join in the event and help to make it an even greater success.

You can be part of this restaurant extravaganza that benefits The Family Centers, four local organizations that offer relief to people in need: The Respite Center, The Canopy Center, The Exchange Center for the Prevention of Child Abuse, and Family Enhancement Program.

Participation is limited to Isthmus advertisers. We would like to confirm your participation in this event by February 1, 2010. Please answer yea or nay below. Thanks!

**Please fax this form to Rachel Tatge at (608) 251-2165
or mail it to Isthmus Big Eat, 101 King St., Madison, WI 53703**

Thank you for your cooperation!

YES, I want to participate!

Contact Person _____

Chef's Name _____

Restaurant name *(as you would like it to appear on the sign we will provide for the event)*

No, I will not be participating.

Restaurant name _____

Contact Person _____

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