



P.O. Box 9010 • 16801 Westgrove • Addison, TX 75001-9010 • 972-450-6231 • 972-450-2834FAX

Dear Addison Restaurant Manager,

I would like to invite you to be part of this year's German Cuisine Tour.

About the German Cuisine Tour

The German Cuisine Tour is designed to heavily promote Oktoberfest the week leading to the event and to drive traffic to participating Addison businesses the week before Oktoberfest for a unique dining opportunity. Last year, 12 restaurants participated in the first annual German Cuisine Tour. This year's tour dates are September 10 – 20. Participation can be one day, multiple days, or the entire tour.

What we ask of you

Interested in participating? It's simple!

- Feature a German dish (a new or current item) **and/or**
- Feature a German dish paired with a Spaten Beer **and/or**
- Offer a German cooking or beer class

And allow us to have a marketing presence at your restaurant during your tour dates.

What we will provide for you

As a participant in the German Cuisine Tour, your restaurant will be featured on marketing material associated with Oktoberfest including the Oktoberfest flier, Addison Perks emails, Oktoberfest website with a link to your website, Oktoberfest program, and various PR/Media opportunities as they are available.

I hope you will consider being part of the 2009 German Cuisine Tour. If you are interested in participating, please contact me at mholland@addisontx.gov or 972.450.6231!

I must receive the signed promotional agreement by July 30 to ensure that your name will be included in the Oktoberfest flier and other marketing materials.

Sincerely,

Michelle Holland
Special Event Coordinator
Town of Addison