



**Terms and Conditions of the  
German Cuisine Tour**

**RETURN BY JULY 30**  
**TO BE INCLUDED IN OKTOBERFEST FLIER**

**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. Recommended dates are September 10 – 20. Participation can be limited to one day, multiple days, or the entire tour.

**Participation Date(s)**

The Town of Addison and the participating Addison business identified below agree to execute and promote their participation in the German Cuisine Tour on \_\_\_\_\_ (date[s]) and \_\_\_\_\_ (time[s]).

**Terms**

The Town of Addison will place the tour stop details given by participating Addison business on Oktoberfest marketing materials including, but not limited to:

- Text placement on the Oktoberfest flier
- Addison Perks email
- Text placement on Oktoberfest website with link
- Inclusion in Oktoberfest program
- PR/Media opportunities as they are available

Participation details included in marketing materials will be in standard form and format provided (but subject to change) by the Town, with the participating Addison business' name and date(s) of participation (when space is available).

**Conditions**

- The participating Addison business agrees to provide at least one of the following options to patrons in their restaurant during the participation date(s) listed above: *(please check all that apply)*

- Feature a German dish (a new or current item)
- Feature a German dish paired with a Spaten Beer
- Cooking or beer class
- Other: \_\_\_\_\_  
\_\_\_\_\_

- The participating Addison business agrees to furnish text explaining the menu/activities associated with their participation to the Town for use on marketing materials. *Attach a separate sheet if necessary.*

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- The Town of Addison does not claim ownership rights to the images supplied by the participating Addison business and is hereby granted permission to use the image for promotional purposes only in conjunction with this program.
- The participating Addison business agrees to allow additional on-site marketing by The Town of Addison and Spaten USA in order to promote Addison Oktoberfest. Potentially including, but not limited to, marketing fliers, on-site personnel, venue appropriate signage, etc.

**By signing below, the participating Addison business identified below is agreeing to the terms and conditions of the program.**

**Participating Addison Business Information and Authorized Signature**

**Participating Addison Business Name** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Title** \_\_\_\_\_

**Printed Name** \_\_\_\_\_ **Date** \_\_\_\_\_

**Town of Addison Information and Authorized Signature**

**Signature** \_\_\_\_\_ **Title** \_\_\_\_\_

**Printed Name** \_\_\_\_\_ **Date** \_\_\_\_\_

**ADDITIONAL OPPORTUNITY**

- I'm interested in offering on-site Oktoberfest gate ticket sales at my business.
- I'm interested in offering on-site Oktoberfest food & beverage ticket sales at my business.