



Dear Business Owner,

The 2022 “Flavors” event to be held on Thursday, June 23rd from 6:00 to 9:00 p.m. has been reimagined as **THIRSTY THURSDAY!**

Flavors has been a LONG-STANDING part of the Dew Days Celebration. However, in this post-pandemic world, we needed to re-imagine our Flavors event for 2022 to support our local restaurants and food vendors given rising food costs and staff shortages.

You can now CHARGE a small fee for the food/beverages that you serve at your booth. We hope that there is renewed interest in participating now that you can charge for what you serve. In addition, based on interest from our local restaurants and food vendors we plan to bring in a few food trucks to help to offset the volume and make it easier for everyone to manage.

Set up time will be from 4:30 to 5:45 p.m. in downtown Farmington under the big tent. Booth locations will be available on the night of the event.

Prepare to market your business by serving sample size morsels and offering future promos/coupons to event attendees to patronize your business in the future. Expect a casual, relaxed atmosphere enhanced by light music and the participation of local wine and beer distributors.

In addition:

- This event is being promoted and advertised by the 2022 Dew Days Committee; as a courtesy, and your business was mentioned by name. Your business is also listed on the event at www.farmingtondewdays.com.
- Each 10 x 12 booth located under the big tent will be provided at **no cost to you**.
 - We ask that you provide your own table, display, and serving plates, napkins and utensils.
 - If electrical is required, please supply your own electrical cord.
- There will be an area designated to set up to set up grilling equipment.
- This year we are expecting up to 400+ attendees, so please plan accordingly.
- Because we understand staffing is difficult, if you need Dew Days Volunteers to help man your booth for you, please NOTE THAT on the form!**



We're expecting for this to continue to be one of the most talked-about, premiere events this year at Dew Days. You can help make this an even more memorable and successful event by spreading the word to your customers, friends, and family! Thank you in advance for your participation.

To participate, you must return this completed **THIRSTY THURSDAY** form by Wednesday 6-8-22 to holly@graphicbeyonddesign.com

Name of Business: _____

Contact Person: _____ YES! We need volunteer help for our booth.

Address: _____

Phone: _____ Email: _____

Food/Beverage Selection: _____

What do you plan to charge: _____