

To whom it may concern,

We are so excited to invite you to participate in this year's **Wingfest!** As you may recall, last year's event was a huge success with 22 restaurants from all over Eastern Maine serving their best wings to over 1,200 people from as far away as Massachusetts and New Hampshire! We are in the planning phases of our second ever Wingfest and hope that you'll be able to join us.

This year, we'll be making a few changes in an effort to showcase the food scene in Eastern Maine and drive even more potential customers your way. We think you'll be as excited about these new developments as we are!

The biggest change is that we will be joining forces with the Bangor Region Convention and Visitor's Bureau's (CVB) Tap into Summer event to offer beer with the wings as well. If you're able to participate this year you will be joined by 29 brewers from all over Maine.

The event is scheduled for Saturday, June 16th from 12 to 4 PM, with a special VIP hour from 11-12, at the Bangor Waterfront. This year we will provide:

- \$150 stipend to each restaurant that attends. We believe that this year's event will draw an even larger crowd and we want to help offset your costs.
- We will provide fire code approved tents for both serving and cooking should you decide to cook on site.
- There will be more judging categories this year including People's Choice (with that amazing trophy), as well as a panel of judges who will be handing out prizes.
- The People's Choice winner will receive a great (soon to be announced) prize package and, of course, **bragging rights!**
- Best of all, you will be in front of a very large group of potential customers. We are hoping for a sellout crowd again this year and are working on a cap of 2,000+ people.

We would love to hear from you! Let us know if you'll be able to participate, or direct any questions or concerns at jessem@unitedwayem.org or (207) 941-2800 ext 204.

Thank you so much for your support.

All the best,



Jesse Moriarity
VP, Resource Development & Communications
United Way of Eastern Maine



WINGFEST INFO SHEET



June 16, 2018
2 to 4 PM

Bangor Waterfront
Main St, Bangor

Anticipated attendance: 2,000+

Media & Advertising including:

Full page, full color ad Bangor Daily News
Full color posters
Invitations to CEOs and high level donors
Stand alone website (wingfestmaine.com)
Radio ads
Question of the Week in The Weekly
Live radio remote broadcast
Evites to 5,000+ supporters
Flyer in Bangor Chamber News
Feature in the Maine Edge
Social media blasts
Volunteer tshirts
Table toppers provided to restaurants

All proceeds to benefit the
United Way of Eastern Maine
& the Bangor Region Conven-
tion and Visitors Bureau

A 501(c)3 nonprofit organization

WINGFEST

HOW IT WORKS

Restaurants from the Bangor region bring their best wing
People pay \$25 per head to sample all the wings they like and vote for their favorite
The winning restaurant walks away with: A HUGE trophy, bragging rights, and an
awesome prize package including the opportunity to bottle their sauce!

WHAT'S IN IT FOR YOU

Name on printed materials including full page, full color ad in the Bangor Daily News,
posters, flyer in the Bangor Chamber News (logo where appropriate)
Full color logo on Wingfest website
Inclusion in press releases and mention in media requests
A \$150 stipend to offset your costs
Social media "shout out" -- last year over 95,000 people saw the event on Facebook

FINE PRINT

You may bring whatever you'd like to decorate your table including banners, table
clothes, flyers, coupons, menus, swag
You may bring chafing dishes to keep your food warm. You will be allowed to cook on-
site as long as you bring a fire extinguisher and let us know that you're doing it.
There is no fee to the restaurant, but you will need to provide enough wings for 2,000+
people (we will provide you a more accurate count as we get closer to the date), man
your table and serve your wings.

