

Oakland Indie Awards

4th Annual

Celebrating the Social & Environmental Impact of Oakland's Independent Businesses & Artists

Oakland Food Tasting & Promotional Opportunity



2007-2009 indies food vendors

Artisana / Premier Organics	Magnificent Quiche
Awaken Café	Mariposa Baking
Bakesale Betty	Market Hall Catering
Banyan 14	Merritt Bakery
Blue Heron Organic Catering	Montclair Bistro
Brown Sugar Kitchen	Neldam's Danish Bakery
Catered to You	New Orleans Bill Creole Cuisine
Champa Garden	Nieves Cinco de Mayo
Chelsea's Chocolates	No Worries Filipino Vegan Food
Cock-A-Doodle Cafe	Numi Tea
Cosmic Chocolate	People's Grocery
Crunchy Foods	Prospect 772 Wine
Dashe Cellars	Rainbow Italian Ice
Enat Winery	Rasperry Hangar One Vodka
Espresso Bar / Coffee Drinks	Ratto's Deli & International Market
Ethiopian Honey Wine	Sam's Chinese Restaurant
Farmer Joe's Marketplace	Seison
Fiki's Pudding	Shan Dong Restaurant
Island Café Catering	Shashamane
JC Cellars	St. George Spirits
Kaia Foods Granola	T.J.'s Gingerbread House
L'Amx Tea Bar	Tayerle Wine
La Borinqueña Mex-icatessen	The Full Plate
La Farine	Thighbones Catering
Lady's Place & Catering	Umi Tochi
Lanesplitter Pizza & Pub	Vice Chocolates
Linden Street Brewery	Voila!
Lost Canyon Winery	Whole Foods
Lulu Rae Confections	Yuen Hop

"The networking opportunity was awesome! The energy of your guests was really positive.

It was a fun way to reach the public and also get feedback on our image. People love our catchy name!

Thanks so much for the great evening!"

From last year's vendors who completed our survey:
100% said it was a good promotional opportunity for their business
100% said they would be interested in doing it again



Oakland Indie Awards ^{4th Annual}

Celebrating the Social & Environmental Impact of Oakland's Independent Businesses & Artists

Dear Oakland Restaurant or Food Producer,

I am writing to invite you to be part of our Oakland food tasting at the 4th Annual Oakland Indie Awards on May 14th.

The Indie Awards is a program of **OneCalifornia Foundation**, a non-profit organization focused on strengthening our local economy for the benefit of all of our residents. One of our activities is to encourage people to support local Oakland businesses and artists when they shop instead of driving to chain stores in Emeryville or Walnut Creek to spend their money. We promote local businesses for free through local events, our newsletter, and an online marketplace where you can buy only from Oakland businesses and artists (oaklandunwrapped.org).

The purpose of the Indie Awards is to honor and celebrate the positive social, economic, and environmental impact that Oakland's independent businesses and artists have on the community. Everything – food, products, music – will be from Oakland. So it's a real celebration of all the great things in Oakland and an opportunity to showcase the best of the city!

Oakland Food, Wine and Chocolate Tastings / Promotion

Each year, we invite our favorite Oakland food vendors to promote their businesses and serve samples at the event. We generally ask food vendors to provide a minimum 200-300 hors d'oeuvres / small servings of a food you would like to promote.

As a nonprofit organization, we appreciate the food donations that vendors are able to make. All donations are tax deductible.

The event is **Friday May 14th from 5:30 – 9:00 pm at the Jack London Pavilion** (formerly Barnes & Noble) **at 98 Broadway in Oakland.**

This year, we are partnering with the **East Bay Express** to promote and produce the event, so it will be well publicized, and we expect about 1200 guests. We will serve light hors d'oeuvres, chocolates and desserts, wine, beer, coffee, tea, and juice.



Food will be self-serve at tables throughout the space, and we invite food vendors to have a representative at their tables as an opportunity to market your business and get to know potential new customers.

OneCalifornia Foundation will provide:

Publicity

- Digital display of vendor's logo/name at the event
- Space for vendor signage with food
- Opportunity to provide vendor coupons/brochures to guests
- Listing in printed program
- Listing and link on our website and newsletter
- Opportunity for Twitter and Facebook mentions and updates
- Listing in various media sponsor ads and articles (East Bay Express, OAKBOOK, Oakland Local)

Facility

- Tables
- Linens
- Service ware (sample plates, forks, spoons, cups)
- Napkins for guests

Past indie awards food tasting vendors have told us that the event has resulted new customers in their restaurants, new catering jobs and interest in their wholesale products; they have also found the networking opportunity to be extremely fruitful in other ways.

We hope you will consider participating in this inspiring Oakland celebration!

Register by April 8 – Online or Fax

If you are interested, please complete a vendor agreement by April 8th online at <http://oaklandunwrapped.org/indies/foodvendors> or fax the attached form to 510.663.4855.

For more information about the event:

Please feel free to contact us with questions. You can check out the event details, including photos from last year at <http://oaklandindieawards.com>.

Thank you for your interest, and we hope to hear from you soon!

Warm Regards,

Erin Kilmer Neel & Andrea Walker
OneCalifornia Foundation
510.663.2253



Indie Awards 2010 Food/Drink Vendor Information and Agreement

Thank you very much for contributing to this celebration of Oakland's businesses and artists. Your generosity embodies the spirit of the evening and proves our point – that locals give back!

We think you will find the evening both inspiring and helpful to your business – as we'll celebrate with more than 1000 Oakland lovers, businesses, artists, city staff, bank representatives, and more! To ensure that everyone's expectations are stated and met, please take a moment to fill out our form. We aim to keep our cherished vendors and guests happy.

Event Information

Oakland Indie Awards

Hosted by OneCalifornia Foundation, in partnership with East Bay Express

Friday, May 14th from 5:30 – 9:00pm

Jack London Pavilion (formerly Barnes & Noble)

98 Broadway, Oakland, CA 94607

Overall guest and food needs

Savory appetizers, wine, tea, juice and desserts for 1200 guests, each vendor provides 200-300 tastings

Facilities Provided by OneCalifornia

- Tables and linens for food tables
- Glasses, forks, spoons, napkins and small plates for guests

Marketing & Promotional Benefits

- Digital display of vendor's logo/name at the event
- Space for vendor signage with food
- Opportunity to provide vendor coupons/brochures to guests
- Listing in printed program
- Listing and link on our website and newsletter
- Opportunity for Twitter and Facebook Mentions and Updates
- Listing in various media sponsor ads and articles (East Bay Express, OAKBOOK, Oakland Local)

OneCalifornia is a 501c3 organization.

All donations are tax-deductible to the fullest extent of the law. Our EIN# is 20-5253663

Vendor Information

Name of Business _____

Name of Contact _____

Phone Number _____ Email (optional) _____

Market Value of Food Provided \$ _____ Signature _____

Indie Awards 2010 Food/Drink Vendor Information and Agreement (p 2 of 2)

Legal/Facilities Requirements – Please check and circle as appropriate.

_____ I have a valid off-site catering license to serve: food / alcoholic beverages / non-alcoholic beverages.
(Please circle the appropriate answer.)

_____ I will fax proof of above license to OneCalifornia Foundation at 510.663.4855

Delivery

_____ I will load food and equipment at loading dock.

Vendor will provide:

_____ *Savory Appetizers/Samplers*. We will serve a minimum of 200-300 servings, at least 1/3 vegetarian.
Our dish(es): _____

_____ *Desserts/Chocolates*. We will serve a minimum of 200-300 servings, at least 1/3 vegetarian.
Our dish(es): _____

_____ *Beverages*. Will serve a minimum 200-300 tastings/cups/pours of _____

Staff on site

Staff members are highly encouraged to be present at the event to help market your business and network.
Please provide any necessary names or contact information for staff: _____

If you are interested in participating in the tasting, but providing staff is a hardship, please let us know. We may be able to make arrangements.

Packaged goods for sale

Vendors are welcome to sell small packaged goods (take-home items) at the event. Each vendor will need to manage his/her payment transactions. Wi-fi will not be available. Please indicate below if you plan to sell any items at the event:

_____ Yes, I will sell _____ at the event.

Invitation Code

If you have an invitation code, please enter it here: _____

Feel free to provide any comments or requests that will make this as easy for you as possible

Return this form along with any catering credentials to Oakland Indie Awards: via fax at 510-663-4855, email at ekilmer-neel@onecalfoundation.org, or mail to 1438 Webster St. Suite 101 Oakland, CA 94612.