



An untamed and exotic soiree awaits you at the Phoenix Zoo. ZooFari guests will experience an eclectic blend of fine food and enticing beverages at one of the Valley's premier gourmet tasting events.

**WE INVITE YOU TO JOIN US
FRIDAY, OCTOBER 6, 2006**

as a participating restaurant or beverage vendor at Phoenix's most unique fundraiser and tasting opportunity.

THERE IS NO FEE TO PARTICIPATE IN ZOOFARI!

ZOOFARI 2006 PROCEEDS BENEFIT THE PHOENIX ZOO

As a not-for-profit 501(c)(3) institution, the Phoenix Zoo receives its support from admissions, concessions, philanthropy, and our annual events such as ZooFari. The Phoenix Zoo is a private non-profit organization that receives no operational funding from any public source.

FOOD AND BEVERAGE ESTABLISHMENT RESPONSIBILITIES AND BENEFITS:

By participating in ZooFari, your establishment will receive the following benefits:

- **FOUR COMPLIMENTARY REGULAR ADMISSIONS TO ZOOFARI** (valued at \$225 ea)
- **TWENTY-FIVE (25) ADMISSION TICKETS TO “ZOO SPONSOR NIGHT AT ZOOLIGHTS 2006”** on November 12, 2006 (valued at \$7/ea)
- **TWENTY FIVE (25) PHOENIX ZOO GENERAL ADMISSION TICKETS** (valued at \$350)
- **RECOGNITION IN ZOOFARI EVENT PROGRAM** 2,500 programs to be distributed to attendees, sponsors and corporate volunteers.
- **VIDEO (LOGO) RECOGNITION** on (2) monitors located on grounds during the night’s festivities. *(Logos must be submitted in electronic (.jpg or .tif) form by August 15, 2005)*
- **RECOGNITION** as ZooFari Restaurant in WildTimes Newsletter (37,000 households)
- **RECOGNITION** as ZooFari Restaurant on www.phoenixzoo.org (1.25 million hits per year)
- **ESTABLISHMENT PROMOTION** an excellent opportunity to provide a sampling of your food or beverage specialty/specialists to thousands of high-income ZooFari guests
- **OPPORTUNITY FOR ADDITIONAL PROMOTION** through ZooFari Media sponsors including Pre-Event Interviews, an Event Live remote, and post event recognition
- **TAX RECEIPT FOR THE VALUE OF YOUR DONATION;** vendor to provide approximate value of donation. Please check with your tax professional on rules and regulations.
- **SATISFACTION and PRIDE** for supporting your Phoenix Zoo

YOUR RESPONSIBILITIES:

By participating in ZooFari, your establishment agrees to the following requirements:

- **FOOD ESTABLISHMENTS WILL PROVIDE 2,300 DEMI-SERVINGS OF THEIR SIGNATURE DISH(S).** The projected attendance for the event is estimated at 2,500 individuals.
- **BEVERAGE ESTABLISHMENTS WILL PROVIDE ADEQUATE SERVINGS OF SELECT BEVERAGES, BASED ON ESTIMATED ATTENDANCE OF 2,500.** Beverage establishments agree to abide by all Arizona State Liquor laws and regulations.
- **FOOD AND BEVERAGE ESTABLISHMENTS WILL PROVIDE THE EQUIPMENT NECESSARY TO PREPARE AND SERVE THEIR SPECIALTIES;** power cords, chafers, trays, warming ovens, ice containers, grills, and charcoal, grease disposal buckets, containers for water, etc. Classic Events is the selected ZooFari 2006 rental company. You can place your orders through them by contacting Chris McDonald at 602-252-0961. They will coordinate the delivery of items to your specific booth.
- **DECORATE YOUR 12’X12’ BOOTH IN AN ATTRACTIVE AND CREATIVE MANNER.** Have fun – Remember you are showing the Valley’s finest what you have to offer!
- **ABIDE BY ALL HEALTH DEPARTMENT REQUIREMENTS** running water, soap, towels and water catch.
- **MUST POSSESS AND SUBMIT PROOF FOR ONE OF THE FOLLOWING:**
 - Current Mobile Food Permit
 - Food Peddler, Push Cart or Catering Permit
 - Special Event License issued by the Department of HealthPlease contact Greg Eperson, the Maricopa County Special Events Program Coordinator at 602.506.6978 should you have any questions or you can visit <http://www.maricopa.gov/envsvc/ENVHLTH/SPPRGM/SPEVENTS/Guide.pdf> for more information.
- **FOOD AND BEVERAGE ESTABLISHMENTS WILL COMPLETE BOOTH SETUP BY 5:30PM.** Additional information on load-in schedules will be provided.

- **FOOD AND BEVERAGE ESTABLISHMENTS WILL NOT BREAK DOWN THEIR BOOTH OR ATTEMPT TO LEAVE BEFORE EVENT END AT 11:00PM.** For the safety of our Participating Vendors and the ZooFari guests, this will be strictly enforced. The Zoo will make it our greatest priority for a quick and easy load out of vendors as soon as it is safely possible. We truly appreciate your cooperation!

The Phoenix Zoo will provide you with the following:

- **BOOTH SETUP** - 12'x12' booth (four 6' tables), Tablecloths, Signage, Lighting, Ice and Paper Goods & Plastic Ware. A Tableware Request Form will be available with Final Participation Agreement Packet. A vendor may choose to use their own promotional items (plates, cups etc...) if they so desire.
- **110 POWER TO THE BOOTH AREA** (Limited number of 220-volt booths available.) Electrical preferences will be taken from the final Participation Agreement
- **ITEMS NECESSARY FOR HEALTH DEPARTMENT BOOTH FOOD SAFETY REQUIREMENTS** including Igloo acting as hand sink for running water, water catch, soap and paper towels as well as Raw Food Safety cards to distribute to guests as necessary.

If you have questions, please call Wendy Dean at 602.914.4390 or email: wdean@thephxzoo.com

Note: A formal participation agreement outlining the responsibilities of the Phoenix Zoo and your organization will be sent to you approximately 8 weeks prior to the event.

ZOOFARI 2006

Food and Beverage Establishment Preliminary Participation Agreement

This agreement will serve to confirm your organization's desire to participate as a Food And Beverage Establishment in ZooFari 2006 to be held October 6th from 6:00pm to 11:00pm.

PLEASE COMPLETE THE FOLLOWING INFORMATION:

Establishment Name: _____

Contact Name: _____

Address/City/State/Zip: _____

Business Telephone: _____ Cell Phone: _____

Email: _____

PLEASE CHECK WHERE APPROPRIATE:

_____ Yes! Our establishment will participate in ZooFari 2006 on October 6th, 2006 from 6:00pm to 11:00pm.

_____ Yes! We would like greater recognition and want to participate in the ZooFari Silent Auction. Suggested items for donation include Gift Certificates, Chef's Tables, In-home Dining Opportunities, Wine or Gift Baskets. Donation Agreement Form will be mailed to you with further information.

***Bonus available only to Participating Restaurants, Caterers and Beverage Purveyors – For each \$100 Retail Value Silent Auction Donation you provide, you will receive an additional ZooFari Admission Ticket. Ex. \$100 Wine Bottle = 1 ZooFari Admission Ticket, \$200 Gift Certificate = 2 ZooFari Admission Tickets**

_____ Sorry! Our establishment is unable to participate in ZooFari 2006 at this time.

Name (Please Print) authorizing person

Title

Date

**PLEASE FAX THIS COMPLETED AGREEMENT TO 602.273.7078
OR MAIL to ZooFari 2006, the Phoenix Zoo,
455 North Galvin Parkway, Phoenix, AZ 85008**

ZooFari Restaurant Participation is on a first come, first served basis. In 2005, ZooFari maxed out our restaurant capabilities and had to create a waiting list. We urge you to commit as soon as possible to guarantee your space!