



PBS 39 PRESENTS... FEAST OF SWEETS!

Everyone loves dessert! PBS 39 has partnered with the Candlelight Reception and Conference Center to host Feast of Sweets on Sunday September 17, 2006 from 12:00 noon to 4:00 PM. Forty of the area's finest bakeries and coffeehouses will be given the opportunity to showcase their culinary expertise to a captive audience and compete for the coveted People's Choice Award.

The PBS 39 Feast of Sweets is a community event; **there is no cost to you to participate** and you will receive phenomenal promotion in exchange for your involvement *and* have the opportunity to walk away with bragging rights of the People's Choice Award! Attendees will sample the dessert creations from the area's finest bakeries and cast their vote for the People's Choice Award. Proceeds will benefit the community through quality programming and educational initiatives delivered by PBS 39.

BENEFITS OF PARTICIPATION:

- ◆ Opportunity to showcase your culinary expertise to a captive audience
- ◆ Comprehensive promotion on-air; inclusion in a 30 second promo spot
- ◆ Inclusion in on-air, post-event thank you spot
- ◆ On-line exposure through our high-profile website, including a logo with link
- ◆ Acknowledgement in print advertising
- ◆ Excellent public relations impact by supporting your community
- ◆ Awards for each category as selected by the People's Choice!
- ◆ Opportunity to distribute flyers, menus, discount coupons etc. to approximately 800 attendees

Don't miss the opportunity to be a part of this event! Complete the agreement on the reverse side or contact our office for further information. **Space is limited; select the category you will be entering and send in your form today to guarantee your involvement.**

SPONSORSHIP OPPORTUNITIES AVAILABLE!

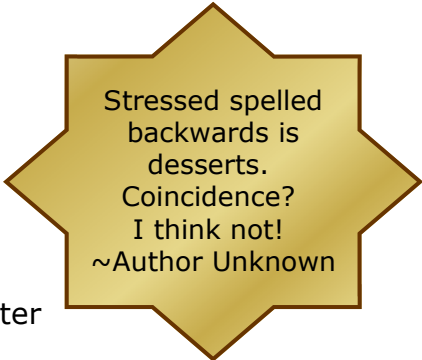
For greater exposure, we invite you to join as a high profile event sponsor. Receive Internet, print and television advertising based on sponsorship level:

Executive Producer	\$1,000
Producer	\$750
Director	\$500



FEAST OF SWEETS PARTICIPATION FORM

EVENT: PBS 39 (WLVT) Feast of Sweets
DATE: Sunday, September 17, 2006
TIME: 12:00 NOON – 4:00 PM
LOCATION: Candlelight Reception & Conference Center
 4431 Easton Avenue, Bethlehem, PA



TERMS: Bakery/Restaurant acknowledges that no financial compensation is given nor received for participation in this event. Participant commits to providing taste size desserts for 800 attendees with required serving material (plates, serviettes & utensils, if required). A 6’ table and linen will be provided. Additional decoration is at the discretion of the participant and must be confined to the 6’ space provided. Participant is responsible for staffing their table. Set up must be complete by 11:00 AM the day of the event; take down must be complete by 6:00 PM the same day. Electrical access is not guaranteed, if you will have electrical needs, please submit request with entry.

CATEGORIES:

- | | |
|------------|-------------------|
| Pies/tarts | Cookies/Squares |
| Pastries | Candies/Chocolate |
| Cakes | Coffee |

Please select 1st and 2nd category choice (only ONE dessert per participant may be entered):

1st Choice _____ 2nd Choice _____

PARTICIPANT INFORMATION:

COMPANY NAME: _____
 COMPANY ADDRESS: _____
 CONTACT PERSON: _____
 PHONE NUMBER: _____ FAX: _____
 E-MAIL ADDRESS: _____ WEBSITE: _____ @ _____
 SIGNATURE: _____
 TITLE: _____
 DATE: _____

FOR FURTHER INFORMATION PLEASE CONTACT:
 KIARA SOL, SPECIAL EVENTS MANAGER, PBS 39
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