

# RESTAURANT ROW Marketing Opportunities



# cdm 5<sup>k</sup>

scenic

## Join the growing list of Restaurant Row Participants

Smart & Final  
Avila's El Ranchito  
BAI Brands  
Bamboo Bistro  
California Pizza Kitchen  
Chik-Fil-A  
Costa Mesa 55 Tavern  
Damasq Cafe  
Del Real Foods  
Dr. Soy  
El Cholo  
Five Crowns  
Gina's Pizza  
Hebert Creole Catering, LLC  
Hubert's Lemonade  
Islands Fine Burgers & Drinks

Jamba Juice  
Krave Jerky  
Le Pain Quotidien  
Nekter Juice Bar  
Newport Beach Plaza & Retirement  
Community  
Pita Jungle  
Restaurants on the Run  
Rose Bakery Café  
Rudy's Pub & Grill  
Sejuiced  
Summer House  
The Quiet Woman  
The Place  
Trader Joe's  
Whole Foods

*....and many more local restaurants*



# WELCOME !



## Dear Prospective Restaurant Row Participant:

For the past 35 years, restaurants like yours have promoted themselves to the community by becoming participants in the popular Restaurant Row at the Corona del Mar Scenic 5k Race. This will be the 36th Anniversary of this fabulous community event.

This highly publicized signature event provides a beneficial platform for Restaurant Row participants. Over 3,000 participants, from professional runners to aspiring athletes and young children are expected for the 35th Annual Corona del Mar Scenic 5k Race on Saturday, June 3, 2017. We invite you to take advantage of this exceptional advertising and promotional opportunity as a Restaurant Row participant. Expose your business in media advertising, banners, vendor spaces and more by providing a featured food tasting to our community of runners. We have provided details of all your marketing benefits in this packet and hope you join us for this worthwhile community event.

Please submit the enclosed Restaurant Registration Form at your earliest convenience to be included in promotional materials. On the Restaurant Registration Form, please indicate the number and sizes of event t-shirts you'll need for your staff on race day and we will reserve them for you.

If you have any questions or would like more information, please contact the Corona del Mar Chamber office at (949) 673-4050 or [Admin@CdmChamber.com](mailto:Admin@CdmChamber.com). We look forward to working with you on the 2017 Corona del Mar Scenic 5k Race. In advance, thank you for your support.

Sincerely,

A handwritten signature in black ink that reads "Jim Digrado".

Jim Digrado  
Chairman 2017 Race



/CdmScenic5k



/CdmScenic5k



## Restaurants to ***Provide***

1. Featured Food item(s) or tasting of your choice that best promotes your establishment  
*\* For approximately 1500 Race Participants*
2. Return last page (completed Restaurant Registration Form, Declaration) and clear copy of driver's license to the Corona del Mar Chamber Office.

### **Day of Event Schedule**

**6:30am-7:00am arrival @ Ocean Blvd/  
Heliotrope Ave. ~ On the bluff just above the  
beautiful Corona del Mar State Beach (no entry  
after 7am)**

**Unload and park in designated parking**

**8:00am ready to serve**

**11:00am Event over**

## Restaurants to ***Receive***

1. Sponsor name on promotional brochure
2. 10 x 10 Exhibit Space & Tent, 8 foot table and 2 chairs. You may set up your display with any promotional signs, banners and decorations you wish.
3. Display your banner on race day
4. Opportunity to promote to Thousands in your community. May bring business cards, menus, brochures etc
5. Listed under the CdM Chamber of Commerce website, social media & Active.com website

### **For more information, please contact:**

Corona del Mar Chamber of Commerce

2855 E. Coast Hwy, Suite #101, Corona del Mar, CA 92625

Ph: 949.673.4050 Fax: 949.673.3940

[www.CdmChamber.com](http://www.CdmChamber.com) \* [admin@cdmchamber.com](mailto:admin@cdmchamber.com)

# Restaurant Registration FORM

(Restaurant Name)

agrees to provide in-kind food sponsorship for the 2017 Corona del Mar Scenic 5k Run on Saturday, June 3, 2017. As a participant, I understand that I will receive the applicable marketing opportunities described in this packet. I agree to provide designated food or drink item for approximately 1,500 Race participants.\* I further understand that these opportunities will not be valid until this form is signed and accepted by the Corona del Mar Chamber of Commerce.

**\*With the exception of bottled water. Bottled water sponsor has exclusive water distribution rights.**

Restaurant / Food Establishment Name:

Address City Zip Code

Representative Name Phone

Email

Authorized Sponsor Signature Date

Our Signature Food Donation will be (describe):

*We would like the following complimentary Race Day T-shirt sizes  
(indicate the number needed by each shirt size):*

Youth:      \_\_\_ Small                      \_\_\_ Medium                      \_\_\_ Large

Adult:      \_\_\_ Small                      \_\_\_ Medium                      \_\_\_ Large

                 \_\_\_ XLarge                      \_\_\_ XXLarge

Please send, fax or email this completed form and signed copy of Declaration with a clear copy of Driver's License to:

Corona del Mar Chamber of Commerce  
2855 E. Coast Hwy, Suite #101  
Corona del Mar, CA 92625  
PH: 949.673.4050 FAX: 949.673.3940  
www.CdmChamber.com \* Admin@CdmChamber.com



# DECLARATION OF FOR-PROFIT ENTITY

This declaration is to affirm that

(Name of for-profit entity)

is requesting exemption from State Law requirements for Temporary Food Facilities under provisions of Section 113785(b)(1) of the California Uniform Retail Food Facilities Law; and will be giving food at:

**CORONA DEL MAR SCENIC 5K**

(Name of Occasional Event)

**OCEAN BOULEVARD AND GOLDENROD**

(Address or Location)

**CORONA DEL MAR, CA 92625**

(City, Zip)

**JUNE 3, 2017**

Date(s) of Event

**THE CORONA DEL MAR CHAMBER OF COMMERCE**

(Name of Sponsoring Nonprofit Association)

I certify that the above is true and correct to the best of my knowledge and belief. I further certify under penalty of perjury that the above named for-profit entity will receive no monetary benefit, other than that resulting from recognition for participating in the event.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

CA Drivers Lic. # \_\_\_\_\_ Date of Birth \_\_\_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_

**\* MUST attach a legible copy of your driver's license**  
(Hint: If you Xerox vs Scan - enlarge the image)