



Join Beckley's 11th Annual Sweet Treats Saturday on May 13!

You are invited to be a part of our annual Sweet Treats dessert event hosted by Beckley Events. Sweet Treats is the kick-off event for the Rhododendron Festival, held in conjunction with Raleigh County Schools' Day of the Arts featuring music performed by local students. The Southern WV Preparedness Fair will also join the event this year. Please consider using this opportunity to promote your business or organization, and help raise funds for the United Way.

Dessert participants provide at least 100, preferably ten dozen (120), samples. Attendees purchase tickets for samples, and the dessert participants collect their tickets in exchange for samples. Participants may also sell larger dessert portions, other food or items, and/or take orders at their booth. Take advantage of this great opportunity to promote your dessert, and/or your business or charity (such as Relay for Life team, school organizations, ball teams or a specific United Way organization), plus support the United Way cause during this fun community event!

Date/time: Saturday, May 13, 11:45 am – 3:30 p.m. or while supplies last (Set-up 10:30 – 11:30 am). Note that schools may be performing between 11:00 or 11:30 am and 3:30 or 4 pm. You are welcome to begin selling lunch items at 11:00 am. Dessert ticket sales will begin at 11:30, so try to be ready to start serving your samples by 11:45 am.

Location: Beckley Intermodal Gateway Plaza (top of Neville Street parking garage); Rain location: lower level of BIG by the Bus Transit building

Desserts may include samples of chocolates, cookies, pies, cakes, fudge, brownies, cobbler, glazed nuts, caramel apples, truffles, cinnamon rolls, bread pudding, chocolate fountain, sugar-free & healthy choices (i.e. fruit, trail mix) are encouraged...

Drinks – such as coffee, tea, shaved ice, or punch (may accept sample tickets or sell).

Tickets: \$5 for a strip of five sample tickets for desserts & drinks, plus a Peoples Choice ballot/coin. (Proceeds will benefit the United Way & help cover event expenses).

Please follow all requirements of the Health Department. Non-restaurant participants need to contact the Health Department (304-252-8531) to find out if a temporary food handling card is needed for what you plan to serve.

Space is limited, so if you are interested in participating, please complete the attached registration form as soon as possible. Retail vendors not serving sweets may contact the DBBA at 304-573-4332 if interested in setting up a booth the Pop-up Shops at Word Park.



Sweet Treats Dessert Festival Registration Form

__ Yes, we would like to participate in the Sweet Treats Dessert Festival on May 13, 2017. We agree to provide at least 100 to 120 samples to the event. (Note that your sample size should be valued around \$1 as attendees are purchasing five samples for \$5.)

Name of business or organization _____

Address _____

Contact person _____

Phone _____ Fax _____

Email _____

List type(s) of dessert or drink samples you plan to offer: _____

List items that you would like to sell: _____

List any activities that you may like to offer at your booth: _____

Booth: Please bring your own table & chairs & possibly a tent covering for shade. (Note that 10-12 spaces are available under the awnings at B.I.G.)

Supplies (check if you need us to provide): ___ sample cups (4 ounce);
___ spoons, forks or sporks; ___ napkins

Do you need electricity? ___ yes ___ no

__ Our business would also like to be a ticket sales location.

To reserve your space, please return this form to Beckley Events, P O Box 5015, Beckley, WV 25801 or fax to 304-256-1816 by April 28. For more details, call Jill at 304-256-1776 or email jmoorefield@beckley.org.