

You are Cordially Invited

by the City of Brea & The Cultural Arts Commission
to be part of the 35th Annual Brea Fest!

Friday, August 12, 2022

6:30 p.m. — 10:00 p.m.

Brea Civic & Cultural Center

(Corner of Birch Street and Randolph Avenue)



WHAT IS BREAST?

Since 1986, Brea Fest has spotlighted the area's most outstanding dining opportunities to celebrate the arts in Brea. Guests sample cuisine from over 30 surrounding restaurants, caterers, and beverage vendors, and experience live bands, theatre performances, artist demonstrations, and exhibits. In 2018, we added a carefully curated Market Place of specialty vendors selling their unique goods, so there is something for everyone at Brea Fest! Each year Brea Fest attracts approximately 7,000 guests, and the key ingredients for this premier event are local businesses!

HOW TO PARTICIPATE:

We ask participating restaurants to provide food, napkins, and utensils for **at least 1,000 servings** (we provide 6" paper plates) **or** beverages for **at least 750 servings** (we provide cups and ice). Admission to Brea Fest is free, with food/beverage tickets priced at \$4 per serving (one ticket equals two non-alcoholic beverages, one beer/wine or one serving of food). All restaurants will be assigned a Brea Fest volunteer on that day to help coordinate and collect tickets.

WHY SHOULD YOU BE A PART OF THIS COMMUNITY EVENT?

Your name and menu will receive incredible exposure as attendees recognize your generosity, support, and spirit for the Arts. Your business will repeatedly appear in the city's marketing, most notably our Brea Special Events social media platforms as well as fliers distributed throughout the neighboring communities. We will also include a thank-you article in ***Brea Line***, which is delivered to over 20,000 households and businesses in Brea. Not only that, we expect Brea Fest stories to be carried in newspapers, the City's website, signage, and social media. Brea Fest provides an amazing opportunity for your restaurant to establish goodwill and to increase awareness in your target market.

R.S.V.P.

Space is limited, so please fill out the enclosed Brea Fest response card. Include the name and phone number of your contact person and return before July 20th using the self-addressed envelope. Returned response cards will be dated and time-stamped with the vendor booths filled on a first come/first serve basis. If you are unable to join us, please return the response card so that we know that you have considered our request.

QUESTIONS?

Please feel free to contact our Special Events Department with questions:

Kristin Steyerman
Event Supervisor

KristinS@cityofbrea.net

(714) 990-7771

Jazmine Serna
Event Coordinator

JazmineS@cityofbrea.net

(714) 671-4483

We can't wait to see you there!



@breaspecialevents