



## *Dear Dresden Business Owner,*

The Iris Festival Executive Board invites you to participate in the Annual Taste of Dresden happening on Monday, May 1st, 2023 from 5:00 pm - 8:00 pm!

If you're unfamiliar with the Taste of Dresden, attendees purchase tickets and we provide them with an event map. Participants then travel throughout Dresden and stop at each registered business to collect one specialty treat or item and get their map signed. Most of the stops will be in the downtown, but we'd like to include some local businesses as bonus stops that participants will have to drive to. Once their map is completed, they can submit it to the Board for a chance to win prizes.

We will have a limited 250 tickets available, which will bring 250+ visitors into your business during this sweet event! There is no fee for you to participate, you just need to have your business open throughout the event and provide 250 pieces of a treat or discount. This can be store-bought treats, or restaurants can produce their own treat (brownies, cookies, etc.) All sweet treats must be individually wrapped and handed to the event attendees by one of your staff members or a volunteer (this will ensure you don't run out). To negate large crowds and allow participants time and space to enjoy downtown, we will offer three time blocks (5pm-8pm) for attendees to purchase tickets.

We also invite you to pass out business cards, flyers, or other promotional material to event attendees. This will encourage them to make purchases in your store during and after the event. Any businesses that do not have a store front are welcome to set up at the Weakley County Senior Center for a small fee of \$20.

Please fill out the information below if you are interested in being a stop on the 2023 Taste of Dresden and return to Dresden City Hall at the contact information listed below **by April 21st.**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Will you need a table set up at the Senior Center? Yes / No

Thank you so much for your consideration,

*Tennessee Iris Festival Executive Board*



(731) 364-2270



589 Evergreen Street Dresden, TN