

FRIENDLY SONS OF ST. PATRICK & DNB, INC. PRESENT

MARATHON WEEKEND

IN NEW BEDFORD



DOWNTOWN NEW BEDFORD INC. & THE FRIENDLY SONS OF ST. PATRICK

Present: **MARATHON WEEKEND**

Featuring: **Ready Set Eat!,
the Downtown Run &
the New Bedford Half Marathon**

TO: Downtown Businesses
FROM: Diane Arsenault, Executive Director
DATE: January 14, 2011

The third annual DOWNTOWN RUN (renamed from the former RESTAURANT RUN), held in conjunction with the New Bedford Half Marathon, will be held on: Sunday, March 20, 2011 from 12:00 noon to 5:00 pm.

Last year's second effort was again successful and proved that we could keep the runners and their family and friends in the downtown by giving them plenty to do and see. DNB, Inc. will once again be organizing this event and produce a brochure/map guiding visitors to the participating businesses to eat, drink, shop. The "scavenger hunt" style event was enjoyable for families and "kids" of all ages getting their map stamped from at least half the businesses allows participants to win great prizes.

Some of the changes that the New Bedford Half Marathon Committee and their organizers, The Friendly Sons of St. Patrick, made last year kept more people both pre and post race in the downtown.

NEW this year are the weekend packages being offered by the Marriott Fairfield Inn. We also need to expand our activities to become a weekend event. The Downtown restaurants are being asked to participate in a Saturday pasta meal offering being called "Ready Set Eat" to coordinate with the Race Committee's entertainment plans. The marketing for this will be part of the expanded promotion DNB, Inc. is organizing. Downtown eateries will be asked to offer a uniform pricing on pasta dishes for lunch and dinner.

Please see the enclosed information sheet and the sign up form with fees listed. Our goal this year is to have all the participants in place and go to print with the materials by the end of February, giving DNB, Inc. more time to market and promote the event.

What we need ASAP is confirmation from businesses of participation – donations of prize items, and volunteers for the day of the race to handout maps and act as goodwill ambassadors, providing information, directions, etc. to our visitors.

Please feel free to call or write for more information or to confirm a prize donation and/or participation.

Thank you for your support.



RETAILERS/NON PROFITS – SIGN UP FORM

READY, SET, EAT
Downtown Does Pasta
SATURDAY, MARCH 19
12 noon-2 pm lunch – 5-7 pm dinner



THE DOWNTOWN RUN
Eat, Drink, Shop!
SUNDAY – MARCH 20
12 noon to 5 pm



Two great opportunities to attract thousands of customers and visitors from near and far!!

Please indicate your interest in participating:

Business Name _____

Address: _____

e-mail: _____

Contact Person: _____

phone: _____

Check if you are PARTICIPATING in one or both: Sat 3/19 Ready,Set,Eat / Sun 3/20 Downtown Run

Will you be a stamp location listed on the map for scavenger hunt Sunday? _____

FEE levels to participate: includes listing on ticket/map and in promotional campaign
(Please check your category- and send payment to DNB, Inc.)

- Restaurants/Pubs (serving alcohol): DNB, Inc. Member \$75 and Non-Member \$100.
- Coffee Shops/Restaurants (no alcohol): DNB, Inc. Member \$50 and Non-Member \$ 75.
- Retailers/Non-Profits: DNB, Inc. Member \$25 and Non-Member \$ 50.

You must agree to be open for at least 4 hours of the event between 12-5:00 pm.

Please list the hours you will be open _____

PRIZE DONATION for the scavenger hunt – awarded end of day Sunday:

Item: _____ Value \$ _____ pick up _____ will deliver to DNB _____

Contact: Diane Arsenault at DNB, Inc. phone: 508-990-2777 or e-mail at dnb@downtownnb.org



RESTAURANT/COFFEE SHOP/PUB – SIGN UP FORM

EXPANDED WEEKEND ACTIVITIES

Held in conjunction with the 2011 New Bedford Half Marathon:

NEW!!!

Saturday, March 19

**“Ready, Set, Eat -
Downtown Does Pasta!”**

all participating downtown eateries will offer their own special pasta dish at a uniform price – from 12 -2 and again from 5 – 7 pm



3rd ANNUAL

Sunday, March 20

**“The Downtown Run” (new name) –
Eat Drink Shop
(same day as the NB Half Marathon)**

3rd year of the “scavenger hunt” style (formerly called the Restaurant Run) event featuring shop, restaurants, museums and galleries offering a stamp on the map for entrants to win prizes - Will be collecting prizes donations and commitments for discounts and/or samples.



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Promotional materials and advertising paid by participants, DNB, Inc. & the Friendly Sons of St. Patrick Events promoted to the general public and all registered runners. Participants must pay fee to DNB, Inc. to be included in printing:

- Restaurants/Pubs (serving alcohol): DNB, Inc. Member \$75 and Non-Member \$100.
- Coffee Shops/Restaurants (no alcohol): DNB, Inc. Member \$50 and Non-Member \$ 75.
- Retailers/Non-Profits: DNB, Inc. Member \$25 and Non-Member \$ 50.

Will you offer Runners discount with registration number? _____ If yes, what is it? _____

Participating Restaurant: _____

Authorized representative agrees to pricing: Name: _____

Title: _____

Email: _____ Cell phone: _____

Lunch: Yes No – at what price \$ _____

Dinner: Yes No – at what price \$ _____