



RESTAURANT REGISTRATION FACT SHEET

Proceeds from the Santé South Wine & Food Festival benefit The MIND Center at UMMC, a national leader in Alzheimer's research and clinical care.

The Santé South Wine & Food Festival is an international showcase of the world's premier wines and some of Mississippi's most prestigious culinary organizations. Boutique vintners from across the globe travel to Mississippi and present their annual new release wines. Santé South affords a rare opportunity for the wine enthusiast to speak directly with the winemaker. Founded by Norm Rush of Beaumad & Associates, Santé South benefits The MIND Center at the University of Mississippi Medical Center and has helped to raise more than \$1 million to advance the delivery of Alzheimer's care and support services, educational programming, and research in our state.

THE VIP SPONSOR TASTING

Restaurants participate in the VIP Sponsor Preview Tasting and Wine Festival on May 4, 2024 at St. Andrews Episcopal School, 370 Old Agency Road, Ridgeland, MS 39157.

TIME AND LOCATION FOR RESTAURANTS

All events start on time. We require that you are set up and ready to serve at least 30 minutes prior to the scheduled start time.

VIP SPONSOR PREVIEW TASTING

6:30-7:30 p.m.

Saturday, May 4, 2024

This event is for event sponsors and VIP ticket holders. Projected attendance: 350

WINE FESTIVAL

7:30-9:30 p.m.

May 4, 2024

This event is for all tickets holders. Projected attendance: 800

TASTE OF THE SOUTH COMPETITION

The **Taste of the South** competition is an optional event restaurants may participate in. Attendees will vote for their favorite restaurant, and the winner of the Taste of the South will receive:

- A **\$5,000** cash prize
- Restaurant name and logo featured in post-event thank-you commercials aired on WJTV Channel 12 and US96, Y101, Mix 98.7, 93.5 The Legend, Blues 93.1, 102.1 The Box
- Taste of the South plaque

FEES

Restaurants are not charged for exhibit space.

Deadline to register is Friday, March 29, 2024.

YOU SUPPLY

You must remove used oils and other wastes that are not appropriate for trash.

PLEASE DO NOT PROVIDE YOUR OWN ALCOHOL.

- Your logo for our festival wine guide by Friday, March 29, 2024.
- **650+ Samples of product. Plan to serve until 9:30pm.**

WE SUPPLY

- Six-foot table with linens
- Company listing with logo in festival wine guide and on festival website
- Plates, bowls and disposable utensils, napkins, etc.
- 1 Gallon of water
- Signage
- Your customers

SAMPLING

Be prepared to supply 650+ samples. We expect 800 people in attendance and anticipate 30 restaurants to participate.

CANCELLATION NOTICE

Cancellation must be provided in writing by March 29, 2024.

TICKETS AND PROGRAM LISTING

Participating restaurants will be provided two (2) wristbands for servers and two (2) general admission tickets for restaurant and winery networking. General admission tickets may also be used for promotional giveaways on social media or within the restaurant. Restaurant servers are invited to sample the festival food and wine at/after 8:30 p.m. while maintaining coverage at their designated table. Each restaurant will also receive one (1) listing with logo in the festival wine guide.



RESTAURANT REGISTRATION FORM

Proceeds from the Santé South Wine & Food Festival benefit The MIND Center at UMMC, a national leader in Alzheimer's research and clinical care.

**Please mail, fax, or email this registration form to:
The MIND Center at UMMC**

2500 N. State Street
Jackson, MS 39216

P (601) 815.4237
F (601) 213.4066

W www.santesouth.org
E mindcenter@umc.edu

PHOTO/VIDEO RELEASE

Commitment by March 29, 2024 will guarantee your placement in the wine guide. Your restaurant will be featured in a 1/2 page ad (3.5" wide by 4" deep, color). All logos and artwork must be High quality PDF's, EPS's or 300 dpi TIFF format (preferred).

- I agree to participate in the VIP Sponsor Preview Tasting and the Wine & Food Festival for Santé South on May 4, 2024.
- I hereby grant to The MIND Center at UMMC, permission to take my photograph, shoot film/video footage, and/or publish or copy at its discretion, any pictures, negatives, duplicates, reproductions and/or copies of originals, including video and/or audio recording of me or my likeness at the event. Any photo, film or video footage materials taken at the event may be used solely for MIND Center promotional materials and publications, and I waive any rights of compensation or ownership thereto.

CANCELLATION POLICY

Please provide notice of cancellation in writing by March 29, 2024.

CONTACT INFORMATION

mindcenter@umc.edu | (601) 815-4237

CONTACT INFORMATION FOR SERVERS (PLEASE PRINT CLEARLY)

All participating servers are 21 and over

COMPANY/RESTAURANT

CONTACT PERSON

TITLE

ADDRESS

CITY

STATE

ZIP

PHONE NUMBER

FAX NUMBER

WEB ADDRESS

EMAIL

WINE GUIDE LISTING

Same as above

COMPANY/RESTAURANT

CONTACT PERSON

TITLE

ADDRESS

CITY

STATE

ZIP

PHONE NUMBER

FAX NUMBER

WEB ADDRESS

EMAIL

CONTACT INFORMATION FOR FESTIVAL TICKETS

Same as above

NAME

EMAIL

PHONE

ADDRESS

CITY

STATE

ZIP

AUTHORIZED SIGNATURE

DATE