

March 31, 2011

Dear Twin Cities Business,

The planning of the 2011 Cinco de Mayo Fiesta is really starting to heat up! On behalf of the Riverview Economic Development Association (REDA), I would like to invite you to participate in the Eighth Annual “**People’s Choice**” **Salsa Tasting Contest on Saturday, May 7, 2011, from 11 a.m. to 6 p.m.** The Cinco de Mayo Fiesta attracts over 100,000 visitors to St. Paul’s West Side, making us the largest Hispanic/Latino event in the state of Minnesota and one of the 10 largest Cinco de Mayo celebrations in the entire United States. Thousands of people cast their votes in our Salsa Tasting Contest, providing excellent exposure for all participating businesses.

We have three prize categories for this year’s event. You may enter up to two salsas, one per category. They are: *Best Mild/Salsa Suave*, *Best Hot/Salsa del Sol*, and *Most Unique/Salsa Sabrosa*. Winners will be notified through phone and mail/e-mail by Friday, May 13, 2011.

Event details:

- The entry fee is **\$50 for businesses located on the West Side** (zip code 55107) and **\$75 for businesses located outside of the West Side** (zip code other than 55107).
- The fee will be waived if your business purchases space as a food vendor.
- Salsa will be distributed in 2 oz. containers (1/2 oz. in each container), and all vendors must supply salsa for at least 2,000 containers (approximately 7-8 gallons total).
- Salsa containers, chips and a table will be provided on the day of the event.
- All businesses must provide at least one employee for the full duration of the contest.

If you are interested in becoming a sponsor at the 2011 Cinco de Mayo Fiesta, please call Brian Gioielli at 651-222-6347.

I hope that you take advantage of this great opportunity to showcase your salsa during Minnesota’s Spiciest Celebration! If you have any questions please call Krystell Escobar at 612-423-1846.

Please complete and return the enclosed application and payment by Tuesday, April 5, 2011 to:

REDA – “People’s Choice” Salsa Tasting Contest
176 Cesar Chavez Street
St. Paul, MN 55107

Sincerely,

Krystell Escobar
2011 “People’s Choice” Salsa Tasting Contest Coordinator