

March 25, 2008

Dear Twin Cities Business,

The planning of the 2008 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 Seventh Annual **“People’s Choice” Salsa Tasting Contest on Saturday, May 3, 2008, 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 invite you to sell merchandise at the salsa area “Marketplace,” with the requirement that 20% of sales proceeds go to REDA. This is a change from last year with merchandise having been sold at individual tasting tables, and should make for a more fluid flow of participants. Our hope is that we have a good deal of vendor participation in the marketplace area. Together, we can create a memorable visit through this part of the festival.

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 9, 2008.

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 1,400 containers (approximately 5-6 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.
- Merchandise may be sold at the marketplace area, with 20% of sales proceeds to REDA.

If you are interested in being a sponsor at the 2008 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 April Torzewski at 651-785-3360.

Please complete and return the enclosed application and payment by Tuesday, April 15, 2008 to:

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

Sincerely,

April Torzewski
2008 “People’s Choice” Salsa Tasting Contest Coordinator