

February 2017

Dear Food Establishment Owner/Operator,

The 15th annual Frisco Freedom Fest will be here before we know it, and we invite you to help us celebrate America's birthday! Frisco Freedom Fest has become an Independence Day tradition for thousands of local residents as well as visitors from around the state. Frisco's signature event includes fireworks, live music, a professional soccer match and a festival. Freedom Fest draws more than 30,000 people to this family favorite event.


This year, the event takes place **Tuesday, July 4** from 4:00 p.m. until fireworks end, at Simpson Plaza, located in the heart of Frisco Square in front of the George A. Purefoy Municipal Center, 6101 Frisco Square Blvd. Our "Party in the Plaza" has a Children's Expo, featuring face painting, bungee jumping, human hamster ball racing and jump houses; the Hometown Hero Exhibit, showcasing Frisco Police and Fire Departments; and, a Community Stage, featuring Frisco's "homegrown" performers. Of course, this "Party in the Plaza" isn't complete without our Taste of Frisco – and that's where we need your help!

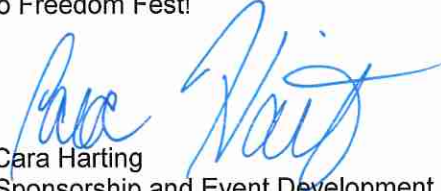
The Taste of Frisco invites event goers to taste the fine fare of local restaurants. This is an excellent opportunity for you and your establishment to have extensive exposure, not only to residents, but also to thousands of visitors from all over North Texas and beyond. As a participant, your restaurant will keep 100% of your food sales! **We limit the number of participating restaurants to 18. To ensure a variety at Taste of Frisco vendors, we also limit the number of vendors serving the same cuisine to three. Entries will be considered on a first come, first serve basis.**

Our neighbors at Toyota Stadium will host a MLS match at 7:30 p.m. between FC Dallas and the D.C. United. At approximately 10:00 p.m., the City of Frisco and FC Dallas will co-host one of the biggest fireworks displays in North Texas! You won't want to miss this star spangled celebration!

To receive full promotional benefits **submit your application by June 10. All required documents and fees are due Monday, June 5th at 5:00 p.m. An early bird discount of \$550.00 is available until May 12th, 2017.** We appreciate your time and look forward to an excellent Frisco Freedom Fest!

Sincerely,


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