

# Plant-Powered Meat Months, Holiday Season 2020

## PARTICIPANT AGREEMENT & REGISTRATION

**Thank you for your interest in this exciting program!**

- “Participant” is the restaurant owner/manager or professional chef.
- “Business” is the restaurant or the professional chef’s business.
- “Organizer” is Nancy Poznak, dba BotaniCuisine, LLC.
- “Program” is the Plant-Powered Meat Months, Holiday Season 2020

**Registration Form and Promotional Tier selection on pg. 2.**



### 1. Program Time Frame: November and December 2020

### 2. Program Guidelines: Menu Items

**Plant-Based/Vegan Meat Options. Offer one or more types:**

- Just like animal meat (i.e. [Beyond Meat](#) and [Impossible Burgers](#)).
- Similar to animal meat, such as seitan (wheat meat). Refer to suggested sources on [Food Suppliers](#) page.
- Hearty dishes, not like animal meat, yet provide a ‘meaty’ alternative, such as [Lentil Salisbury Steak](#).

### 3. Need Help? Schedule a Consultation with BotaniCuisine (See p. 3)

- **Consultations** for recipe and ingredient suggestions, suggestions to modify existing menu items, and menu design. **Staff training** for preparing and serving plant-based/vegan patrons.
- Appointments can be purchased on the Program’s [website](#).
- 30-minute phone consultation is free with Tier 3 promotion.

### 4. Gift Certificates as Raffle Prizes

- (A) All participating business provide one offer for a [gift certificate](#). Indicate amount on registration form, next page..
- (C) Business owner or manager determines the monetary value of their gift certificate.
- (D) Program organizer provides gift certificate pdf files, each with a unique gift certificate number, and emails gift certificates to winners and a copy to the Business owner/manager.

### 6. Dynamic Program Advertising, Reaching Thousands

- (A) Social media campaigns across multiple platforms, press release blasts, advertising with business associations, flyers and posters, announced to BotaniCuisine email subscribers.
- (B) Please contribute to the success of this Program by advertising on your website and social media.

#### Printed Materials

- (A) Advertising also includes flyers and posters which will be delivered or mailed to you.
- (B) Customized table tents to advertise the promotion can be purchased at nominal cost.  
Contact Nancy: [nancyp@BotaniCuisine.com](mailto:nancyp@BotaniCuisine.com) or call 443-384-7890.

*Continued, Next Page*

**BUSINESS REGISTRATION: Complete every section.**

**RETURN THIS TO: info@BotaniCuisine.com**

AUTO-ENTRY TEXT FIELDS

Business Name: \_\_\_\_\_

CHEF: Area Served: \_\_\_\_\_

Website URL: \_\_\_\_\_

Owner's Full Name: \_\_\_\_\_

Phone w/area code: \_\_\_\_\_

Example: 555-123-4567

Email: \_\_\_\_\_

Business Address: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 #, Street, City

<b>Restaurant</b>	<b>Café</b>	<b>Food Truck</b>	<b>Pop-Up</b>
<b>Professional Chef:</b> Meals / Variety of Dishes Desserts / Pastries			
<b>CUISINE: Check all that apply.</b>			
Amer. Casual	Amer. Upscale		
Asian, General	Chinese		Deli
Ethiopian	French		Indian
Japanese	Soul Food		Thai
Other: _____			
<b>PRICE RANGE OF ENTRÉES / MAIN DISHES</b>			
≤ \$10	\$11-\$20	> \$20	

**FREE TRIAL THROUGH NOV. 14, Payment due only when you decide to continue after Nov. 14. Notice will be emailed to you. Discount if paid now**

**PAY NOW\*** **-OR- PAY AFTER NOV. 14\*** If remain in program. Notice will be sent to you.  
**Click on amount**

**CHECK ONE TIER:**

- TIER 1 - General Listing [view page](#)** ..... **\$10** \$12  
 Business name, cuisine type, address, and website URL. **PURCHASE HERE,**
- TIER 2 - Tier 1 + Bi-weekly Facebook Posts** ..... **\$20** \$25  
 Company info and business description, logo. **Food Photos: two** with food names. **Complete your description on the next page.**
- TIER 3 - Tiers 1 + 2 + Premier Website Section [view page](#)** ..... **\$50** \$60  
 Large space for description and food photos. **Complete your description on next page.** **\*Nonrefundable after Nov. 14.**  
**Links:** Facebook, Instagram, Twitter, **Food Photos: Up to five,** with food names.

**SOCIAL MEDIA, TIERS 2 & 3 ONLY**

Instagram: \_\_\_\_\_ Facebook: \_\_\_\_\_  
 Twitter: \_\_\_\_\_

**GIFT CERTIFICATE:** State amount of your offer. (See #4, p. 1)

**PHOTOS:** INCLUDE NAME OF EACH PHOTO. **Send to:** info@BotaniCuisine.com. **Size:** Each 1 MB or smaller.

**ADHERENCE TO PROGRAM AGREEMENT:**

**Click circle to indicate you understand and agree to follow Program Agreement:**

- Program Organizer will review menus of Businesses.
- Menus that do not meet Program guidelines (see #2, p.1) need to be updated to remain in the Program.
- Cost of Program participation is nonrefundable if Participant removed from Program.
- Registration complete when paid in full, agreement, and all food photos submitted to Program Organizer.
- Carefully review all the information you submit. BotaniCuisine is not responsible for errors submitted.
- Changes to information after your promotion implemented online may incur nominal fee: Contact Program Organizer.

Business Owner's Signature: Add Signature OR Type Your Name \_\_\_\_\_ Date Signed (Mo/Day/Yr) \_\_\_\_\_

Nancy S. Poznak, Program Organizer \_\_\_\_\_ Date Signed (Mo/Day/Yr) \_\_\_\_\_

BotaniCuisine, LLC. 5730 Cottonworth Ave, #5351 Baltimore, MD 21209  
 Phone: 443-384-7890 Email: info@BotaniCuisine.com

**Program Organizer will sign and return a copy of this Agreement to you.**

## **TIER 2: FACEBOOK PROMO**

- Describe your business and food. About 75 words maximum in text field, below.
- This description is in addition to contact information and food photo names/descriptions.
- Carefully review all the information you submit. BotaniCuisine is not responsible for errors submitted.
- Changes to information after your promotion is implemented online: Contact [nancyp@botanicuisine.com](mailto:nancyp@botanicuisine.com)

## **TIER 3: PREMIER RESTAURANT OR CHEF – PREMIER SPACE ON WEBSITE**

- Please view a sample space on the Program's [website](#).
- Describe your business and food. About 200 words maximum in text field, below.
- This description is in addition to contact information and food photo names/descriptions.
- Carefully review all the information you submit. BotaniCuisine is not responsible for errors submitted.
- Changes to information after your promotion is implemented online: Contact [nancyp@botanicuisine.com](mailto:nancyp@botanicuisine.com)