

News Release

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Fourth Annual Taste of Hudson sponsorships announced! Still room for additional sponsors

May 19, 2008 – Hudson, Ohio – The fourth annual Taste of Hudson, to be held over Labor Day Weekend, is proud to announce its sponsor lineup to date.

“Taste of Hudson is the biggest and most exciting event in Hudson, attracting more than 25,000 people last year over the two-day festival weekend. Sponsorship is an excellent opportunity for organizations to accomplish both marketing and community support objectives,” said Andy Malitz, executive director for the event. “Taste of Hudson certainly helps organizations to raise awareness about their company, organization or service. The event has become a major regional attraction and continues to grow in size and awareness each year,” he said.

With Akron Children’s Hospital and Summa Health System as “Co-presenting” and founding sponsors for the fourth consecutive year, along with Windstream Communications as “Co-promoting” sponsor and Laurel Lake Retirement Community in a new “In Association With” sponsor, the list of Taste of Hudson sponsors continues to grow. Also returning to sponsor Taste in 2008 are “Friends of The Taste” sponsors Allstate Insurance and the Christine Mayfield Agency, Henning Software, headquartered in Hudson, and National City Bank. First & Main and Fairmount Properties have committed to the “Hudson Club” sponsorship level as well as The Step2 Company that will continue to provide the play structures for the popular children’s activities tent. The Western Reserve School of Cooking Demonstration Tent also returns to anticipated “sold-out” audiences. Additional returning sponsors will be announced shortly.

New sponsors for 2008 include the Cleveland Wine School that will combine with Mimi Vanderhaven’s Fabulous Buys and Laurel Lake Retirement Community to produce and promote the Wine Tasting Garden, a new feature added to The Taste lineup last year.

Malitz also stated “there is still room for additional companies looking for branding opportunities and the ability to meet and greet the public in a great, relaxing environment”.

For companies or organizations interested in sponsoring The Taste of Hudson, open sponsorship opportunities include:

Friends of the Taste. In addition to on-site presence and marketing opportunities, sponsors at this level will have the naming rights of a major festival activity or feature such as the classic and antique car display, Clocktower Green Activities, Lolly the Trolley transportation or one of the 5 entertainment stages planned for this year’s festival.

Hudson Club. Companies in this entry-level sponsorship package receive on-site presence and marketing opportunities.

Exhibitor Tents are also available for service organizations and companies looking to put their products in front of a large audience. For more sponsorship information please contact Andy Malitz at amalitz2@yahoo.com.

Taste of Hudson is a two-day outdoor festival scheduled for Sunday and Monday, August 31- September 1, 2008. The event features delicious foods prepared by Hudson area restaurateurs, exciting entertainment, great artists and crafters, classic car displays, corporate exhibitors and numerous activities for families and children. All of these activities take place in historic downtown Hudson spanning three separate village greens throughout the retail and historic district.

All Hudson area restaurants are invited to participate in Taste of Hudson. "This is an excellent opportunity to showcase food selections to thousands of people from not only Hudson and its surrounding communities but also, as the festival continues to grow, from throughout the entire region and beyond." Malitz said.

Taste of Hudson is being planned by its organizing committee, directed by Malitz, under the auspices of the Rotary Club of Hudson Clocktower and the Taste of Hudson, Inc. Board of Directors. Taste of Hudson benefit several area charities including Safe Kids Coalition of Summit County. In its first two years, Taste of Hudson has donated \$70,000 to charity.

Taste of Hudson is a Rotary Club of Hudson Clocktower event. The event is organized by volunteers within the community in order to promote the Hudson downtown restaurant and retail district, and to showcase the community of Hudson. Funds from the event support The Safe Kids Coalition of Summit County and several Hudson area agencies and programs. For sponsor and exhibitor information contact Andy Malitz @ amalitz2@yahoo.com. For restaurant information contact Carrie Gynn at viaosu@adelphia.net. Information for artists, exhibitors and volunteers is available at www.tasteofhudson.com.