

27 July 2010

**To all local Business Owners (Accommodation and Restaurant)**

Niseko Festival Organizing Committee  
Chairman : Watanabe Hiroki (Mr)

**「Tabena Asobina Niseko Harvest Time Event Autumn 2010」**  
**Details on entry to the Event**

This Harvest time event has been organized in the interests of creating a more entertaining and interesting District for us all to work and reside.

This event is a signature event for the organizing committee of the Niseko Festival. (Tabena Asobina Niseko Autumn Festival 2010) will be operated as laid out below.

We are currently looking for local businesses in the District who would like to become part of this initiative to create a brighter tomorrow through, innovative food creation. This event is always a lot of fun and receives good publicity throughout Hokkaido and there are people who follow this event from all over Japan.

We look forward to receiving your entry form and working with you on this annual event.

**Details**

**Aim:** To connect our district and its people together, to utilize and promote the best and freshest ingredients that our district grows and turn them into dishes that are irresistible. Through the help of positive and active media promotion, we are aiming to create a food event that cements our entire district firmly on the map creating Tourism growth and a positive future for us all.

**Date range for event:** 4<sup>th</sup> September 2010 (Sat) – 26<sup>th</sup> September 2010 (Sun)  
**Cost:** ¥2000 Participation Fee (Includes Special advantages and Advertising)  
**Register by:** Final Registration Date 12 August 2010 (Thursday)  
**Enquiries to:** Niseko Festival Organizing Committee- Secretary Mr Koji Maehara  
C/O Niseko Town Council **Tel:** 0136-44-2121 **Fax:** 0136-44-3500

**Details of the event:**

For all participating Hotels and Restaurants alongside your regular operations you will be expected to provide on a menu the unique dish that you enter into the event.

**This years Theme is**

**(Potato and Autumn Vegetables)**

Please be aware the dishes do not comprise just of Potato, you also have the freedom of using Autumn Harvest vegetables of your choice to complement and add excitement to your creation.

**[NOTE: It is imperative that you use local produce to create your culinary masterpieces]**

**Supply of Ingredients:** If you require our services to find the essential local ingredients, this is not a problem. Locally produced vegetables and produce can also be purchased at the Niseko View Plaza and at the Yasai Kobo located in Higashiyama or from the Kutchan Maruche Yuki Daruma etc.

**Menu Information:** We will be using media heavily to promote this event (Television, Pamphlets, Newspaper etc) We will need a menu and a photo of your culinary masterpiece to

assist with promotion, If we do not have a photo of your dish it is very difficult for the media to sense the essence of what it is you are trying to achieve and you risk not being promoted.

**Please provide all details together when returning this application sheet.**

(We will also include the menus and the photos on the homepage and 5 entries will be selected for the main poster)

**Example:** *Last years promotional website.*

[www.town.niseko.hokkaido.jp/renkei/tabena/2009-9/index.htm](http://www.town.niseko.hokkaido.jp/renkei/tabena/2009-9/index.htm)

**[Information on items we require from you ※We must have ALL items listed below]**

A) Name of Dish

B) Explanation of Dish (What is special about the dish, What makes it stand out, what is driving force behind its creation, what makes it great!)

C) Price

D) Photo (Definition: 800×600 pixels plus) (for print purposes)

**※ Must be filed with the committee by the 19<sup>th</sup> August 2010 (Thurs)**

**NOTE:** We can only use 5 photos on the main pamphlet due to space restrictions, the very best of the photos provided, will be used. Due to printing restrictions those interested in getting their photos selected for the printed material must submit the photos to the committee by the 6<sup>th</sup> of August 2010. ***We can not guarantee selection.***

**If you would like the organizing committee to take the photo that is also a possibility, please call to arrange a suitable time.**

**All Enquiries to:**

Niseko Festival Organizing Committee Secretarial Office

**Secretary :** Mr. Koji Maehara (Niseko Town Council) **TEL:** 0136-44-2121 **FAX:** 0136-44-3500

**If returning form by FAX :** 0136-44-3500 (Niseko Town Council)

# Participation Form (※Must be received by the 12 August 2010)

**Company Name:** \_\_\_\_\_ **Person In Charge:** \_\_\_\_\_

**Telephone Contact Number** :0136 \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

**Mobile Telephone Number:** \_\_\_\_\_ - \_\_\_\_\_

**Contact Email:** \_\_\_\_\_ @ \_\_\_\_\_

(※Please Circle the items that apply to you)

- **YES** - We will participate. (Please fill in details below)
- **NO** - Will not participate this time. (Please send form back as non participation)

*If you are participating please fill in the details below*

## **Operation Details:**

- We require Guest reservations for this meal (Yes , No )
- Meal only served to in house guests (Yes , No )

## **Time of day meal is available:**

- Lunch
- Dinner
- Other ( \_\_\_\_\_ )

## **Photo provision**

We can provide a photo for the pamphlet.

( Possible , Not Possible)

(If possible must be provided by :6<sup>th</sup> August 2010)

※ The photo will be printed as part of a A4 size pamphlet.

Please ensure that the pixel resolution of the photo meets requirements.

(If necessary the organizing committee can take a Photo of your entry,

Arrange a time with the secretarial office)

Information (※Please provide at time of registration)

## **A) Name of Dish:**

## **B) Information pertaining to the dish:**

(what is special about this dish and what makes it stand out, what special techniques did you use, what are the some of the secrets behind creating such a dish. These points will assist the Media in promoting or deciding to promote your dish on TV, the naming and the explanation, are extremely important!)

## **C) Price:**