



KILROY

HOLLYWOOD
ENTERTAINMENT DISTRICT

8TH ANNUAL

SUNSET & DINE

2019

RESTAURANT OPPORTUNITIES | THURSDAY, SEPTEMBER 26, 2019 | COLUMBIA SQUARE, HOLLYWOOD



NOW IN ITS 8TH YEAR,

Sunset and Dine is a unique take on “taste of” food festivals. It is completely driven by the business and property owners in the neighborhood to serve the residents and workforce with a great evening of food, drinks and entertainment where restaurateurs and developers mingle with students and social service providers.

The event was created by the former Sunset & Vine District, which merged with the Hollywood Entertainment District in 2019. The neighborhood is a popular hub for Angelenos, boasting many restaurants, historic theatres and attractions; as well as retail shops and entertainment studios.

In 2011, Fabio Conti, owner of Fabiolus Cucina, voiced his desire for an event to highlight the numerous restaurants in the area. A committee was formed, and along with staff from the Business Improvement District, the inaugural Sunset & Dine took place in June, 2012. Businesses were also invited to exhibit at the event, and to partner in any way possible to contribute to the success of the event. Several businesses went above and beyond in providing free equipment rentals, promotion, logistical assistance and volunteer labor.

Over the course of five years, Sunset & Dine has become a highly anticipated event, with high ratings on Yelp and positive feedback from BID members and local residents. The event is funded by community sponsors and ticket sales, and proceeds benefit local charities. In 2017, the event found a new home at Columbia Square, and set a record with a \$10,000 donation to The Center at Blessed Sacrament after the event.





AT A GLANCE

NUMBER OF YEARS HELD

SEVEN ANNUAL EVENTS HAVE BEEN HELD

ATTENDANCE RECORD

IN 2016, SUNSET & DINE SOLD OUT WITH A TOTAL OF OVER 600 ATTENDEES

EXHIBITORS

30+ LOCAL RESTAURANTS AND BUSINESSES PARTICIPATED IN THE LAST EVENT

ENTERTAINMENT

SUNSET & DINE HAS FEATURED CONCERTS CURATED BY AMOEBA MUSIC, AN OUTDOOR FILM SPONSORED BY THE ACADEMY OF MOTION PICTURE ARTS & SCIENCES, AS WELL AS GAMES AND CHILDRENS' ACTIVITIES BY BUZZFEED

DONATIONS

SUNSET & DINE HAS DONATED PROCEEDS TO HELEN BERNSTEIN HIGH SCHOOL AND THE CENTER IN HOLLYWOOD

ABOUT THE HOLLYWOOD ENTERTAINMENT DISTRICT

The Hollywood Entertainment District is a ten-year Business Improvement District (BID) that stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the LaBrea Avenue Gateway on the west to the Hollywood 101 Freeway on the east. Many of Hollywood's famous landmarks are located in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry. More information is available at onlyinhollywood.org.

RESTAURANT EXHIBITORS

The Hollywood Entertainment District organizes this event to highlight the restaurants and bars in Hollywood, supported by local businesses and organizations. It is attended by local residents and employees, and benefits a local non-profit organization.

We offer participation in Sunset & Dine to restaurants in the BID at no charge, as the BID covers marketing expenses and managerial staff for the event, and secures sponsorships to cover the hard costs associated with the event. Any profit from the event is donated to a neighborhood non-profit. For the past five years, the committee has chosen The Center at Blessed Sacrament as the beneficiary of the event, and over \$25,000 has been raised through Sunset & Dine to support their mission to end isolation and homelessness in Hollywood.

All participating restaurants and bars will be given an 8' table, linen, chairs, prep area, and if needed, electricity. Again, there is no fee to participate in the event!

CONTACT

DEVIN STRECKER

323-463-6767

devin@hollywoodbid.org

for all sponsorship

inquiries.



INSTRUCTIONS

1. A certificates of insurance needs to be provided, listing “KR Hollywood, LLC” and “Hollywood Property Owners Alliance” as additional insured. This needs to be received by Friday, September 6. Please e-mail to devin@hollywoodbid.org.
2. Set up: Load in / set up is from 3:00 – 5:45 p.m. All booths must be ready to go at 5:45. The doors will open promptly at 6:00 p.m. Exhibitor tear down begins at 9:00 p.m., but you may begin breaking down your booth as early as 8:30 p.m. if you have run out of food.
3. Parking: We are working to secure parking for vendors on site. Details to come.
4. Exhibit space and decorations: Each exhibitor will be provided with a one 8’ table, linen, and two chairs. A prep area, whether a table or bench, will be provided as well. Please feel free to creatively decorate your booth! Make sure to bring marketing materials to give to attendees so they will remember to come visit your restaurants in the future.
5. Please bring all necessary items needed for your display and food service. This includes wet naps and hand sanitizer, serving plates and/or napkins, serving utensils, and mandatory plastic gloves. Please provide enough plates, napkins, and plastic utensils (if necessary) for the food samples you are bringing.
6. Electricity: If you need electricity, please make sure you have indicated this on your exhibitor form, and indicate what exactly will need to be powered. You will be provided one electrical outlet if requested. If you need more, you will need to bring your own power strip or extension cord. PLEASE let us know ASAP exactly what you will be plugging in. We need to provide our electrical team with a complete diagram of all electrical appliances to ensure we have the proper amount of electricity and wiring.
7. Cooking: If you plan to cook or grill food at the event, you must bring a tarp to put down to protect the floor. Please let us know what and how you will be cooking so we can make sure to coordinate with the fire marshal.
8. The best food samples are those that travel well, present well, and are easy for guests to eat. It should be something that represents the flavor and style of your restaurant. Please plan to have a minimum of 250 samples.
9. Clean-up: Please try to keep the area around your booth clean and free of debris. Tear down will begin at 9:00 p.m., please try to have your booth completely emptied out by 10:00 p.m. Place all trash in the trash receptacles which are being provided.

Thank you again for getting involved with this important Hollywood event! We are excited to have you on board!

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