



Vendor Event Day Guide

Thank you for bringing your talent and flavor to Taste of the Town!

Your participation helps create an unforgettable evening while generating year-round support for our Partner Agency Network and programs serving more than 40,000 Centre County residents! This guide summarizes what participating food and beverage partners need to know. A final logistics update will be issued 3 weeks prior to event day.

TASTE OF THE TOWN 2026

Event date	Sunday, December 6, 2026
Guest event hours	Registration opens at 4:45 pm Event Runs: 5:00-8:00 p.m.
Vendor check-in and setup	Begins at 2:30 pm. Food Service starts promptly at 5:00 pm
Location	The Penn Stater Hotel and Conference Center
Expected attendance	Approx. 400 guests Final headcount will be included in in logistics update.
Primary CCUW contact	Ja Nae Wian: 814-933-7516 janae@ccunitedway.org
Primary Vendor Contact:	Kevin Kessab: 814-360-3326 kkassab@statecollegepa.us Sharon Dixon-Brytczuk: 814-883-7610 sharondb247@aol.com

EVENT PARTICIPATION DETAILS

The Penn Stater/CCUW will provide:

- Two 6' x 30" tables (1 prep table and 1 serving table)
- Tablecloths
- Dishware and eating utensils
- Refrigeration/ heating access in the back prep area
- Electrical access upon request
- Station signage
- Hot box and cold storage access
- Participation benefits listed on following page

Participating vendors are asked to provide:

- Tastings for approx. 400 guests
- Serving utensils
- Chafing dishes and display materials
- Staffing to set up and serve
- (Optional) Station decor - there will be guest voting for best decorated!

RESTAURANT RECOGNITION AND PROMOTION

Thanks to a tourism grant from HVAB we are excited to expand and enhance our marketing in 2026! Grant dollars will support broader and more regional efforts reaching 9 surrounding counties. Your participation and brand will be highlighted across our multi-channel promotions. To maximize your exposure please send your current logo and promotional information promptly.

Participating vendors will benefit from:

- Featured recognition in event materials
- Inclusion in event advertising
- Ongoing social media spotlights
- Listing with logo & linking in a year-round directory on CCUW website
- Commemorative window cling/sticker for display
- Opportunity to participate in live on stage interview with our emcee at the event

OPTIONAL WAYS TO MAKE AN EVEN GREATER IMPACT

- Donate a gift card or dining experience package our auctions.
- Share the event and ticket link with your audience.
- Share a behind-the-scenes photo, short video, or chef quote for our vendor spotlights.

To make the evening even more engaging, guests will vote for their favorite vendors in a friendly culinary competition featuring awards for:

- Best Savory
- Best Sweet
- Best Presentation

We encourage restaurants to showcase their creativity through themed or decorated booths.

PLEASE CONFIRM BY SEPTEMBER 30, 2026:

- Primary event-day contact, email and mobile number.
- High-resolution logo, PNG or JPEG preferred
- Short restaurant description & website or social links.
- Planned tasting item and any allergen information, if known.
- Electrical, refrigeration, heating, or setup needs.
- Number and names of participating staff, if available.

Questions are welcome. We want every participating vendor to feel prepared, supported, and celebrated. Thank you for helping make Taste of the Town 2026 a success!

Together, we can create an incredible event – and meaningful impact – for Centre County.

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