



**Cornell University
Cooperative Extension
of Suffolk County**

Strengthening Families & Communities

Protecting & Enhancing the Environment

Fostering Economic Development

Promoting Sustainable Agriculture

Dear Prospective Greenport Shellabration Participant,

We are in the process of coordinating the 6th Annual Greenport Shellabration, in partnership with Greenport BID, and hope you will join us for this year's event!

Proceeds from the sale of wristbands will be directed to our Back to the Bays Initiative, and SPAT Program. Both of these programs are important community stewardship-based efforts that directly lead to improvements in our local water quality and shellfish populations; educate our communities and youth on the importance of the marine environment; and create opportunities for involvement in our science-based research and restoration projects! So by participating in this event, you will be helping us expand this great programming and enable us to make even more positive impacts on the health of our bays. In addition to participating, if you would like to further contribute to these efforts we have numerous sponsorship levels available for your consideration (Sponsorship Form included in this package).

If you are interested in signing up to be featured as part of the 2017 Shellabration restaurant walk/shopping weekend, we kindly request that you fill out the appropriate form included in this package (Restaurant Participation Form or Merchant Participation Form). We also request that you take note of the Shellabration Guidelines Document, which spells out some of the logistic-related matters relevant to this event.

We are looking forward to having an extensive list of participating restaurants, wineries, and retail establishments finalized by November 5, 2017 to ensure we are able to best promote all participating businesses in marketing and print materials.

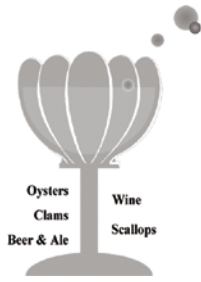
Forms, in addition to a high-resolution file of your logo if we do not already have it on file, may be sent to ccemarine@cornell.edu. Information will be compiled and featured on Shellabration.li, our Shellabration Facebook page, ccesuffolk.org, and listed on the Route Map that will be distributed to the 1,000 expected Shellabrants over the course of Shellabration weekend.

Be sure to follow Greenport Shellabration on Facebook, and check out Shellabration.LI for the most up to date information! If you have any questions or concerns please contact Darci Bielenda at 631-852-8660 ext. 21.

Thank You,

A handwritten signature in black ink, appearing to read "Kimberly Barbour".

**Kimberly Barbour
Marine Program Outreach Manager**



Greenport BID Presents

6TH ANNUAL

Greenport Shellabration!

RESTAURANT & WINERY PARTICIPATION GUIDELINES

6th Annual Greenport Shellabration: December 2-3, 2017

To Benefit Cornell Cooperative Extension of Suffolk County's Back to the Bays Initiative & SPAT Program

- 1. In order to participate, please fill out the official Restaurant and Winery Participation Form, as distributed by Cornell Cooperative Extension staff/volunteers who will be serving as "Pairing Ambassadors" to help make this process as easy as possible for you! We require forms to be submitted by November 5th in order to ensure inclusion on promotional materials and route map provided to all participants.**
- 2. Participation of Restaurants Includes:**
 - **Featuring 1-3 dishes priced at \$5, which feature LOCAL shellfish, and being prepared to serve 1,000 participants throughout the weekend.**
 - **Providing \$3 3oz. pairing portions of featured local wines, or 6oz. pouring of craft beer**
 - **Providing a full glass option of each wine/beer featured**
 - **Agreeing to serve specials exclusively to participants with Shellabration Wristbands during the hours of Noon-4pm on December 2nd and December 3rd, 2017**
- 3. Participation of Wineries/Breweries Includes:**
 - **Working with selected restaurant to facilitate the selection wine(s) to be featured with Shellabration dishes**
 - **Providing staff to help pour on Shellabration weekend, should partnering restaurant request assistance in doing so; please coordinate with them directly or with the help of your Pairing Ambassador.**
- 4. So many people look forward to this event each year, so we hope you enjoy the experience as well! Your participation in this event is going a long way in raising funds for shellfish and habitat restoration projects, marine youth education programming and community based stewardship projects as offered by Cornell Cooperative Extension's SPAT Program and Back to the Bays Initiative!**

If you have any questions or concerns leading up to the event, please contact Darci at 631-852-8660 ext. 21 and she will facilitate getting an answer to your inquiry in a timely manner.

We welcome you to visit Shellabration.LI and follow Greenport Shellabration on Facebook for the most recent news and updates about this year's event. We invite you to help promote the event and its beneficiaries by using:

#GreenportShellabration, #CCEMarineProgram, #SPAT

And encourage you to tag us using @CornellCooperativeExtensionMarineProgram and @GreenportShellabration in Facebook posts and @backtothebays on Instagram and Twitter.

PLEASE SUBMIT ATTACHED RESTAURANT & WINERY PARTICIPATION FORM AND BOTH THE RESTAURANT & WINERY LOGOS BY NOVEMBER 5TH, 2017.

- SUBMIT ELECTRONICALLY BY EMAILING TO CCEMARINE@CORNELL.EDU (MUST USE THIS OPTION FOR LOGOS) OR
- MAIL TO: DARCI BIELENDA, SUFFOLK COUNTY MARINE ENVIRONMENTAL LEARNING CENTER, 3690 CEDAR BEACH RD, SOUTHOLD, NY 11971 OR
- FAX TO 631-852-8662 (FAX # for SCMELC)

**Forms are also available on Shellabration.li*

Thank You on Behalf of the 2017 Shellabration Planning Team

*Kim Barbour, Liz Ahearn, Kim Manzo, Darci Bielenda, Kim Tetrault,
SPAT Volunteers, and the Greenport BID*



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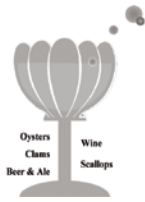
**BACK TO
THE BAYS**

An Initiative of Cornell Cooperative Extension



SPAT
SUFFOLK PROJECT IN
aquaculture TRAINING





Greenport BID Presents

6TH ANNUAL

Greenport Shellabration!

Restaurant/Winery Participation Form

We welcome the participation of all of Greenport's restaurants in our 6th Annual Shellabration, but need to hear from you by November 5th if you want to be included in this year's festivities, being held December 2-3, 2017!

Please Fill Out The Following Information:

Restaurant Name:
Contact Person's Name:
Contact Person's Email:
Restaurant Address:
\$5 Dish to be Served that includes Local Shellfish:
Winery/Wine to be Paired with Dish:

We kindly request that you confirm your participation in this year's Shellabration prior to **November 5, 2017**. We cannot guarantee inclusion in the event if we do not receive your form and logo by this date. Please submit this form electronically, along with a high-resolution image of your logo for use on promotional material to ccemarine@cornell.edu.

This logo will be used to promote the event on print materials, websites and social media and the 2017 Shellabration Route Map that will be included with the participant's wristbands.

Proceeds to benefit:



Cornell University
Cooperative Extension
of Suffolk County



**BACK TO
THE BAYS**

An Initiative of Cornell Cooperative Extension



SPAT
SUFFOLK PROJECT IN
AQUACULTURE TRAINING

Please sign this on behalf of the above listed restaurant ensuring your participation in the 2017 Greenport Shellabration, and indicating that you've read and understand our Shellabration Restaurant/Winery Guidelines document. Proceeds from this year's wristband sales will support Cornell Cooperative Extension's Back to the Bays Initiative and SPAT Program, we thank you for supporting these efforts by participating in our 6th Annual Greenport Shellabration.

Participant Signature

Date