



IMPORTANT INFORMATION ABOUT CARPENTER'S COOK-OFF 2018

Food:

- Submit your selection for the dish you will prepare for the Cook-Off.
- Please prepare tasting portions for 500 people.
- Showcase a popular item from your menu or create a new recipe for the event.
- Food must be prepared off-site. The Birchmere kitchen **WILL NOT** be available.
- Please provide **two chafing dishes** for your work station.
- Hot boxes will be available for use.

Serving:

Each restaurant will be supplied with:

- One 6ft table with tablecloth
- Napkins
- Disposable plates/bowls
- Plastic cutlery

*Two Restaurant staff members must be present to serve on April 22nd

Each restaurant will have access to Carpenter's Shelter volunteers to help with set-up and event logistics. However, it is each restaurant's responsibility to provide two staff members to serve tastings. Many patrons will have questions about your dishes, which our volunteers are unable to answer.

Awards:

- Judges will select two award winners: Best Savory Dish and Best Sweet Dish.
- The People's Choice Award will be awarded and voted on by Cook-Off attendees.
- The Kid's Choice Award will be awarded and voted by our 17 and under attendees.
- Winning restaurants will be announced during the event, receive a plaque award to hang in their restaurant, and will also receive special mention on our Cook-Off Website and in post-event correspondence.

Marketing:

We would like your restaurant to be at the forefront of all our marketing efforts. Showcasing our amazing restaurant partners is a key initiative this year for Carpenter's Shelter. Carpenter's Shelter will use a combination of print and online advertising. We will be providing Cook-Off postcards with discount codes for Cook-Off tickets that each restaurant can include with patron checks.

Restaurants who sign and turn in the Participation Agreement Form will receive the following:

- Feature on Carpenter's website
- Highlight in Carpenter's email marketing
- Highlight on social media platforms (Facebook and Twitter)
- Video and Interview Opportunities
- Logo inclusion in program
- Mention on printed promotional materials
- Post Cook-Off Promotion
- E-mail blast featuring participating restaurants

April 22nd Timeline

Please plan to be available from 10:15 am – 3 pm

10:15 am Restaurants arrive for set-up

11:30 am Restaurants complete set-up

11:45am Doors Open for VIP Guests

12:00 pm General Entry

1:30 pm Auction

2:30 pm Announcement of Cook-Off Awards

3:00 pm Event ends, clean up begins (disposable tins and garbage bags will be provided)

3:30 pm Facility must be vacated

**If you have any questions, please contact Rebecca Hightower at
RebeccaHightower@CarpentersShelter.org**





**2018 Carpenter's Cook-Off
Restaurant Order Form & Menu Selection**

Restaurant Name: _____
(Please print name as you would like it to appear on promotional materials)

Contact Person: _____

Restaurant Address: _____

Tel: _____ Fax: _____

Website: _____

Facebook: _____ Twitter Handle: _____ Instagram: _____

Email Address: _____

*We will provide you with a personalized Cook-Off poster to hang up in your restaurant and post cards available for your patrons.

MENU SELECTION

Dish being prepared for Cook-Off. Please list the dish(es) name and brief description.

GIFT CARD DONATION- Receive extra promotion by donating a gift card to our silent auction!

____ YES! We'd like to donate a \$_____ gift card to our restaurant. It will be ready to be picked up by a Carpenter's Shelter staff member by ____/____.
(Month/Day)

ORDER FORM

Quantity:

- _____ Sheet Pan
_____ Plastic Forks or Plastic Spoons (**circle one**)
_____ Plastic Knives
_____ Small Plates or Bowls (**circle one**)
_____ Other:

PLEASE BRING YOUR OWN SERVING UTENSILS (EXAMPLE: LADLES, TONGS AND SERVING SPOONS) and CHAFING DISHES.

PLEASE RETURN FORM TO

Carpenter's Shelter- Rebecca Hightower
930 North Henry Street
Alexandria, VA 22314

Via fax: (703) 548-3167 A/T Rebecca Hightower
Or via email: rebeccahightower@carpentersshelter.org



Restaurant Participation Agreement

Please sign and return to confirm participation in Carpenter's Cook-Off 2018. Restaurant space is limited, so act fast to secure your spot! Here are our expectations for you and what you can expect from us.

Restaurant Expectations:

- Tasting portions for 500 people
- Two staffers to serve on April 22nd
- Completed Order Form
- Submitted Menu Selection
- Logo

Carpenter's Will Provide:

- Feature on Carpenter's website
- Feature on Carpenter's promotional materials
- Highlight in Carpenter's email marketing
- Highlight on social media platforms (Facebook and Twitter)
- Logo inclusion in program
- Post Cook-Off Promotion

By signing below, I agree to the terms and conditions set out by Carpenter's Shelter and agree to participate in Carpenter's Cook-Off held on **Sunday, April 22, 2018** at The Birchmere.

Restaurant Name

Phone

Contact Name (print)

Email

Signature

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Carpenter's Shelter
930 North Henry Street
Alexandria, VA 22314

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