

# Big Sip Restaurant Cook Off Outline

## Big Sip NC Craft Beverage Festival

This festival is sponsored by the non-profit 501c(6), inc. Stepping Stone Canine Rescue, Distillers Association of NC and also by the Winston-Salem Jaycees. Our Local Media, Piedmont Local, NC Brewers Guild, and Triad Brewers Alliance.

As with the previous events, this event will be well promoted through local, and regional wide publications, social media and other mass media. Further information will be available at [PiedmontLocalNC.com](http://PiedmontLocalNC.com) and [BigSipFest.com](http://BigSipFest.com).

The number of samples each ticket holder can test will be left to the discretion of each individual vendor.

## We Supply

- Extensive media exposure
- 6-foot covered table w/ 2 chairs
- Electricity if needed (**limited spots available and must be reserved**)
- Trash cans and limited refrigeration is available on site
- Napkins, spoons, serving cups
- \$475 in credit towards Our Local advertising & marketing services that includes The Big Eat, Triad Local regional local business guides, Piedmont Local monthly.

## You Supply

- 1- 2oz Samples; Ticket limit: 1,000 people plus volunteers. (1200 – 1500 samples recommended).

Chili / Stew: we recommend 15 – 20 gal. depending on portions. Voting is done by the public so running out too early will mean losing votes. With 2000 potential customers, plan accordingly so you gain as much exposure as possible for your business. (This is about a 20¢ - 30¢ per potential customer acquired not including the credit you are receiving.)

- Chafer Tray (recommend sternos)
- Non-propane heating source (this is an indoor event)
- Tubs, utensils and supplies need to serve
- Signs, banners – take advantage of a change to impress potential customers
- marketing material & any merchandise you wish to sell

**People Choice Award** will be determined by festival participants who will vote on their favorite overall chili and/or stew from restaurant with awards given to top three winners who will all receive a plaque. People will vote thru the OUR Local mobile app that is available from the app stores.

## SET UP:

1. Vendors will be allocated based on the date and time your application is received.
2. Restaurants may begin setting up as early as 9am day of the event.

3. All vehicles should be out of the Millennium Center parking lot as soon as the vehicles are unloaded due to limited parking.
4. The restaurant name must be posted at your booth and visible & banners are allowed and encouraged. You can bring promotional material for your business to hand out and can sell merchandise but not food. You can only provide samples.
5. Restaurants must be ready to serve food samples starting at 1pm to public no earlier.
6. Event organizers provide 1 table and 2 chairs. You may bring extra table if necessary or rent one for \$25 by contacting us.

**EVENT SCHEDULE:**

9AM –12PM: Restaurant Check in & Booth set up – set up done by 1p when doors open (Please check in at info table at ticket entrance.)

1PM: Doors Open to Public

6pm: Clean up and then head to lower level of the Millennium Center for Vendor and Service Industry owners/managers meet and greet with food provided by Bib's Downtown. Beverages provided by participating distilleries.

**PREPARATION & CLEAN UP:**

1. Restaurants are responsible for booth/table clean up. Restaurants that fail to clean up and remove all personal items will be fined \$50.
2. Cooking can be done at your restaurant (recommended).
3. Teams must supply their own cooking utensils, hot plates, cookers/stoves & are responsible for safety & operation. Power will be provided if needed if indicated on your application. This is an indoor event so no propane.