

Dear Potential Chili Cook-Off Participant:

Last year's BWL Chili Cook-Off attracted thousands of fun-loving Lansingites who consumed more than 2,000 gallons of Chili, grooved to the music of two exciting bands and tested their riding skills on the Mechanical Bull. The 16th Annual BWL Chili Cook-Off, scheduled for Saturday, June 4th, 2011, promises to be the biggest and best yet — and you can be part of this high-profile celebration.

We encourage you to join in on the fun and support a great cause. You have the opportunity to:

- Enhance your community profile by supporting an event with proceeds donated to Impression 5 Science Center/Adopt a River and the H.O.P.E. Scholarship Connections Program.
- Compete for the CVB Hospitality Award or compete for first, second or third place in eight categories, including, Best Chili, Most Creative Chili Name, Most Creative Chili Booth, Best Salsa and Best Meatless Chili.
- Benefit from sizzling, high-profile advertising and media exposure procured by the Chili Cook-Off Committee. This includes promotional posters, fliers and advertisements.
- Participate in an enjoyable “Heated” competition while getting your organization recognized in front of a huge crowd.

Space is limited, and booths are offered on a first-come, first-served basis. To reserve your slot, please mail the attached form (and your deposit if this is your first year/\$25.00 deposit for returning vendors) to Lansing Entertainment & Public Facilities Authority (LEPFA) by **April 30, 2011**. That address is LEPFA, 333 E. Michigan Ave., Lansing, MI 48933. If you are a returning vendor you may fax it to 517-483-7439.

If you have any questions, please contact Lauren Clayborne, at LEPFA, phone: 517-483-7400 x245, Fax: 517-483-7439, or lauren@lepfa.com.

Don't be left out in the cold – sign up now for Lansing's hottest event!

Calvin Jones
Lansing Board of Water & Light

Chief Teresa Szymanski
Lansing Police and HOPE Scholars

Lauren Clayborne
LEPFA

Erik Larson
Impression 5 Science Center/Adopt A
River

2011 CHILI COOK-OFF AGREEMENT

This letter constitutes an agreement between the following parties:

Participant Restaurant/Organization: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Do you have access to an electric hot box to hold chili at the event?

Yes ___ No ___

*** Please read through the 'Participant Requirement' section carefully and take note of dates, times, and food/product volumes required to participate as a vendor.*

Participant Requirements:

- The participant will provide a maximum of six (**6**) people to staff its chili booth from 4 p.m. to 9 p.m. on Saturday, June 4, 2011, the date of the Chili Cook-Off.
- The participant must have the booth set up and food delivered on site **before** 2 p.m. for the health inspection.
- The chili entry must pass a health inspection before the event, and a representative must attend a Health Department training on 5/17/11, 3-5pm at 5303 S. Cedar, Conf A, Human Service Bldg.
- The participant will provide a minimum of forty (40) total gallons of chili and/or ten (10) gallons of salsa to distribute to attendees between the hours of 4 p.m. and 9 p.m.
- The participant may bring a maximum:
 - Three (3) types of chili equal to the total sum of forty (40) gallons.
 - Three (3) types of salsa equal to the total sum of ten (10) gallons.
- **Only two** types of chili may be entered for judging.

Chili Cook-Off Requirements:

- The day of the event, the Chili Cook-Off Committee will provide: 1) a 10-foot x 10-foot canopy, two 8-foot tables and one chair (no tablecloths); 2) chili bowls; 3) ladles; 4) napkins; 5) spoons; 6) hot boxes; 7) a small identification sign; 8) hand-washing stations; 9) electrical outlet; 10) up to four event T-shirts for workers in your booth; 11) hats and gloves.
- The Committee will provide the following **media coverage** to promote the Chili Cook-Off: 1) a 30-second radio spot; 2) posters and flyers; 3) an event program; 4) event T-shirts; 5) a thank-you ad in the Lansing State Journal; 6) all press releases about the event; 7) interviews with radio, television and print media; and 8) an outdoor billboard.

One copy of this signed agreement must be mailed or faxed to the address or fax number above by April 30, 2011.

All participants pay only a **\$25.00 fee**.

All **NEW** participants in the 2011 Chili Cook-Off must enclose a **\$400 deposit** check with this agreement, made **payable to the BWL Chili Cook-Off**. (The deposit check will **NOT** be cashed and will be returned at the conclusion of the event, *unless* the participant fails to appear at the Chili Cook-Off or cancels any time after May 28, 2010. In the event of cancellation after May 29, 2011, or failure to show up, the check will NOT be returned to the participant).

Contact/Participant's Name (**Print**)

Date:

By: _____
Signature

Title:

Chili Cook-Off Committee:

By: _____
Lauren Clayborne

Date: