



Greetings!

On behalf of the Lansing Board of Water and Light we warmly invite you to participate in **The 22nd Annual BWL Chili Cook-Off scheduled for Friday, September 29th at Adado Riverfront Park.** Since last year was such a success, we are continuing the event in the fall again this year! Your participation would be an added highlight and we hope you will join us in this long-established Lansing tradition!

**SUPPORT:** Enhance your community profile by supporting an event with proceeds donated to three local charitable programs, the Lansing Promise/H.O.P.E. Scholarship Connections Program, Pennies For Power and Impression 5 Science Center.

**COMPETE:** Compete for People's Choice, Best Restaurant Chili, Best Organization Chili, Hottest Chili and MORE! Decorate your booth in this year's theme, "Music Mania," and compete for the Hospitality award.

**ADVERTISE:** Introduce thousands to your business with high-profile advertising and media exposure including, promotional flyers, advertisements, and social media.

**PARTICIPATE:** Participate in an enjoyable "heated" competition while receiving recognition in front of a huge crowd.

Booth space is sure to go fast as we hope to make this our biggest and best year ever! We hope you will take a moment *now* and fill out the 2017 application and send it to **CCO Vendor Sign-Up, 1232 Haco Dr., Lansing, MI, 48912**, by September 1, 2017 along with the deposit (see Registration Requirements) and a \$25 application fee made payable to **LBWL**.

If you have any questions or prefer to send your application via email, please contact Rebecca Rostar, Vendor Coordinator, at [Rebecca.Rostar@lbwl.com](mailto:Rebecca.Rostar@lbwl.com).

Best Regards,

*Rebecca Rostar*

**Rebecca Rostar**  
Lansing Board of Water & Light  
Vendor Coordinator

## Vendor Testimonials

*"The Chili Cook-Off was a ton of fun. Running a hotel, these are my favorite things to do. It is friendly competition for chili! It is a well organized event and the turnout was great. We gave around 2,100 servings of chili and it was a lot of fun. It is a good way to get our name out and help support the community. We have done it for 14 years and we will always keep doing it. We have chili cook off posters all over the building and we are working on building shelves in our main hall to display all of our chili trophies. Our team is super excited about it and we love getting into the competition."*

**Rich Dunlap, General Manager at the downtown Radisson Hotel**

*"The Chili Cook-Off is a great way to get our name out there to different parts of community. One of the goals Celebration Cinema strives for is to be a part of and give back to the community. When we heard about the Chili Cook-Off we thought it was the perfect way to achieve this goal. The Chili Cook-Off is an all around fun time and we love doing it. We are now putting the chili on our menu because of the positive response and it has done extremely well. We will be participating next year as well!"*

**Patrick Brown, Operations Manager at Studio C.**

*"The chili cook off is an incredible event every year. We have done it the past 8 or 9 years. Every year the numbers grow amazingly and the event is extremely organized, more so every year. It is a fun, organized, clean family atmosphere. Our employees look forward to it extremely. As a vendor, I particularly enjoy the organization-- the BWL team steps it up a notch every year. This year there was amazing entertainment and ATM machines. BWL makes it easy as possible on vendors, which is nice. Playing a part in the community and supporting a good cause does nothing but positive advertising for our restaurants. A great event and very positive experience."*

**Christine White, Owner of McAlisters Deli**

*"Great experience overall. Met a lot of other restaurants in the area. We got to taste new different chili. BWL was so open and friendly to us, it was heartwarming. We are quite sure we will be doing it next year. The advertising was dead on; everything they said it would be, it was."*

**Dave Reed, Head Chef at House of Eden Rock**

## 2017 Chili Cook-Off Participant Agreement

**RETURNING THIS YEAR** – Benefits for signing up early!! We know everyone has preferences for where their booth is located, early sign up and payment allows you to pick where in the park, your booth will be located AND your preferred load in time.

This letter constitutes an agreement between the following parties:

1. Participant Restaurant/Organization: \_\_\_\_\_

2. Contact Person: \_\_\_\_\_

3. Address: \_\_\_\_\_

4. Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

5. What type of participant will you be?

Chili \_\_\_\_\_ Salsa \_\_\_\_\_ Both \_\_\_\_\_

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

If yes, how many? \_\_\_\_\_ If no, how many will you require? \_\_\_\_\_

7. Select 6 sizes of shirts you would like to receive for your team the day of the event. The shirts are unisex and run slightly large:

What sizes would you like? XS-3X

\_\_\_\_\_

Creative Chili and Salsa names: Limited to a maximum of 3 chili names and a maximum of 3 salsas names are allowed for this competition. NOTE: If you want to participate in most creative chili/salsa names, we MUST receive your creative names no later than the date of the health department meeting.

8. Creative Chili Name(s)?

\_\_\_\_\_

9. Creative Salsa Name(s)?

\_\_\_\_\_

## Provided to you by the LBWL Cook- Off Team:

### MATERIALS

The day of the event, the Chili Cook-Off Committee will provide to Chili and Salsa Vendors:

- A 10-foot x 10-foot canopy, two 8-foot tables and one chair (no tablecloths)
- Chili sample cups (continually restocked as needed by LBWL team)
- Ladles (continually restocked as needed by LBWL team)
- Napkins (continually restocked as needed by LBWL team)
- Spoons (continually restocked as needed by LBWL team)
- Hot boxes (unless you are bringing your own)
- An identification sign for your business
- Hand-washing stations
- Hats and gloves
- Electrical outlet
- 6 event t-shirts for workers in your booth
- 6 event wristbands (Required to be worn by your booth volunteers – additional wristbands available to Chili Vendors at pre-sale cost)
- The amount of parking passes necessary for your team
- 1 FREE Chili Cook- Off commemorative plaque (valued at \$100)

### ADVERTISING

BWL will provide the following media coverage to promote the Chili Cook-off:

- A 30-second radio spot
- Posters and flyers
- An event program
- Event t-shirts
- A thank-you ad in the Lansing State Journal
- All press releases about the event
- Interviews with radio, television and print media
- An outdoor billboard.

### Registration Requirements:

- One copy of this signed agreement must be mailed to Chili Vendor Sign-Up, 1232 Haco Dr., Lansing, MI 48912 or rlr1@lbwl.com by September 1, 2017.
- All participant chili and salsa vendors pay a \$25 fee made payable to **LBWL**.
- **PLEASE NOTE:** ALL participant-vendors in the 2016 Chili Cook-Off must also enclose a \$250 deposit check with this agreement, made payable to **LBWL**. 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 and/or does not clean up their booth at the end of the event.
- The agreement and all fees must be received by the deadline, **September 1, 2017.**

**Participant Requirements:**

- The participant will provide a maximum of (6) six people to staff its chili booth from 4:30pm to 9pm on Friday, September 29, 2017.
- The participant must have the booth set up and food delivered on site before 2pm for the Health Department inspection.
- The chili/salsa entry must pass a health inspection before the event, and a participant representative must attend a Health Department training meeting (Time/Location – TBA).
- 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 4:30pm and 9pm. Please note that if you do not bring the required amount to the event, you will be charged a \$100 fee.
  - Up to three (3) types of chili, equal to a total of **AT LEAST** 40 gallons
  - Up to three (3) types of salsa, equal to a total of **AT LEAST** 10 gallons
- Only two (2) types of chili may be entered for judging.

REMEMBER: Early sign up and payment allows you to pick where in the park your booth will be located AND your preferred load in time. This will be available on a first come, first serve basis.

\_\_\_\_\_  
Contact/Participant's Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contact/Participant's Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Rebecca Rostar  
Lansing Board of Water & Light  
Vendor Coordinator  
Chili Cook-Off Committee Member

\_\_\_\_\_  
Date

Booth Location/Booth Number Preference:

\_\_\_\_\_

Load in time Preference: \_\_\_\_\_

\*\* All chili must be ready for health department inspection no later than 2 p.m. Load in time will range from 11:30 a.m. to 1 p.m. This will be time to decorate, set up, and prepare for health inspection.

## **Frequently Asked Questions:**

### **Why should I participate?**

It is a chance to invite all of your current customers and friends down to the river to join you in a great time. It's also a chance to be a part of something huge! Every year local television, radio and the Lansing State Journal cover the event. It is great publicity for your organization. It's a chance to help bring people together in downtown Lansing, support the community, and have fun for the whole family.

### **What if chili isn't on our menu?**

Not a problem! Nearly 50% of participants last year did not regularly make chili.

### **What does it cost to enter?**

**Participant Chili and Salsa Vendors will pay a small fee of \$25.00** - checks made payable to LBWL.

A deposit of \$250 will be required for all vendors. This will NOT be cashed unless you do not show up for the event or you do not clean up your booth at the end of the event. The check will be returned to you at the end of the event by a vendor coordinator.

### **Where and when is the Cook-Off held?**

The Chili Cook Off takes place on the banks of the Grand River in downtown Lansing, in **Adado Riverfront Park**. This year's event is scheduled **for Friday, September 29, 2017**

### **How does the Cook-Off Work?**

The Chili Cook-Off attracts over 7,000 people annually. "Chiliheads" sample the area's best chili and salsas. Last year, more than 30 restaurants and organizations served up chili and salsas from their festive booths. Attendees enjoyed nearly 50 types to sample, plus two great bands for their listening pleasure. Other merchant-vendors offered ice cream, smoothies, beer tents, Smirnoff Ice slushy trucks, fully stocked bars, and much more.

### **Where does the money go?**

All proceeds from the Cook-Off benefit the Lansing Promise/ H.O.P.E. Scholarship Connections Program, Pennies For Power, and Impression 5 Science Center.

### **How many booth workers can I bring?**

The standard number of workers per booth is 6 persons. If you will require more, contact the team member for LBWL Chili Cook-Off on the first page of this packet to learn how to purchase additional wristbands at a discount for your team.

### **How much chili or salsa should I bring?**

If you wish to be a chili vendor, the minimum amount is 40 gallons. Salsa vendors are required to bring a minimum of 10 gallons.

### **What awards are given at the event?**

Participants compete for First and Second place awards in several different categories:

Best Restaurant Chili	Best Meatless Chili*
Best Organization Chili	Best Salsa
People's Choice Best Chili	Most Creative Chili or Salsa Name**
Hottest Chili*	Most Creative Chili Booth
Best First-Time Entrant Chili	Red Hot Hospitality Award

\*Hottest and Meatless are the only categories you will have to notify us if you want to participate in for competition. You will automatically be entered in all of the remaining categories you are eligible for (Example: if you are a restaurant, you are automatically entered in Best Restaurant Chili).

\*\*To compete in the most creative chili or salsa name, you must give the vendor coordinator your names for the competition no later than the health department meeting.

### **What is the Chili Headstart?**

Attendees pay extra to beat the general admission rush. **Chili Headstarters** will be admitted an hour early.

### **Who receives the commemorative plaque from the Chili Cook-Off?**

These plaques valued at \$100 are given to all chili participant-vendors and sponsors for free as a token of our gratitude and as a souvenir you can display at your business!