



Join us for the 12th Annual Great
Downtown Ithaca Chili Cook-off
and WinterFest
February 20, 2010
11:30am to 4:00pm
Register by February 5th

Attention: Restaurants, Catering Businesses, Wineries, Cideries, & Breweries!

The 12th Annual Chili Cook-off & WinterFest will take place on February 20, 2010 in Downtown Ithaca, on the Commons, and the surrounding streets. Being one of the largest winter events in Central New York, the Chili Cook-off attracts thousands of attendees. It is an opportunity for you to show off your recipes, your chef, and to market your business and products to the large local population.

There are several categories in the competition. The main competition is for CHILI. We ask that you prepare a minimum of 20 gallons for the event. There is also a competition for wine, hot wings, and "other" category (think chili dog, chili pizza, stuffed peppers, soups). We also have other activities throughout the day including a mechanical bull, musical entertainment, street performers, ice carving, Iron Chef, and more.

The Downtown Ithaca Alliance sells tickets for the event. Businesses collect tickets when they provide a sample of their product (e.g. 2oz chili, wings, sample of wine, or other) and receive rebates based on the number of tickets collected. You are required to have 2 lines. One regular and 1 VIP line. You will be reimbursed at the following rates: 0-499 Tickets = 10% rebate, 500-999 Tickets = 20% rebate, 1000-2000 Tickets = 25% rebate, 2000+ Tickets = 30% rebate. For example: If you collect 1550 tickets. You would receive a rebate of \$356.50 [$[\$0.92 \text{ (average ticket price minus sales tax)} \times \text{ticket number} \times 25\%]$]. The VIP category, which has a different color ticket, is reimbursed at a higher rate (50 cents per ticket) and participants go to the shorter VIP line. VIP tickets are sold on a limited basis.

There are also prizes, including cash and/or trophies, for Chili (meat 1st, 2nd, and 3rd & vegetarian 1st & 2nd), Best Local Beverage (beer/wine), Best Hot Wings, Best Other Item, as well as Best Presentation, People's Choice Awards, Iron Chef (contact us if your chef would like to participate) and Most Tickets Collected.

There are no direct sales of chili or other items at the event, however wineries and Farmer's Market participants are able to sell their products. Each business must provide their own booth supplies, including table, utensils, tent, staffing, and any other items you would need to have on hand. We will provide tasting spoons. We encourage props and decorations which can enhance your presentation. Farmer's Market items must be produced in New York state.

The event is backed by a regional and local advertising campaign including print, television, internet, and radio advertising. Winners will be announced at the awards ceremony at the event, as well as in the local media. It is a true Best of Ithaca competition judged by both the official judging panel and of course, the people. It is also a great advertising opportunity for your business. Literature, menus, and coupons from your business to share with attendees are welcomed.

So if you feel like you have what it takes, fill out the attached application and return it to the Downtown Ithaca Alliance by February 5th. I look forward to working with you to make the 12th Annual Chili Cook-off and WinterFest another successful event. Please do not hesitate to contact me if you should have any questions at 607-277-8679 or email to vickit@downtownithaca.com. See you there and good luck!

Best regards,
Vicki Taylor
Director of Marketing & Special Events



12th Annual Chili Cook-off & WinterFest
Saturday, February 20th
2010
11:30am to 4:00pm
Deadline for Participation: February 5

REGISTRATION FORM

YES, I WANT TO BE A PART OF THE GREAT DOWNTOWN ITHACA CHILI COOK-OFF!

I WOULD LIKE TO PARTICIPATE IN THE FOLLOWING CATEGORY(IES):

- CHILI (minimum 20 gallons) WINERY/CIDERY/BREWERY
 HOT WINGS (min. 1000 servings) Farmer's Market (produce/NY farmed items)
 Other Chili Item (min. 1000 servings)
(e.g. chili pizza, chili chocolate, dessert, stuffed pepper etc.)

Name of Restaurant or Catering Business: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Will you be using Propane or Electric? _____ Electric Amps. Required? _____

How will you be heating your chili/wings/other items? _____

Is your Chili/Wing/Item: Meat _____ Vegetarian _____ Both _____

Do you have a unique ingredient that can be used to help promote the event?

For Farmer's Market or Wine/Beer participants, describe your product (jam, honey, wine, produce etc.)

- Chili must be prepared in a permitted kitchen. You must have a Tompkins County Health Department Permit. Contact Jane Daum 607-274-6688.
- There is no vendor fee for the Chili, Wing or other categories. We do ask that you prepare 20 gallons of chili or 1,000 serves of other items. You will reimbursed at a rate according to your ticket collection (see application letter for details).
- If you use PROPANE you will need an Ithaca Fire Department Temporary Permit and you must let the Downtown Ithaca Alliance know so we can place you on the Commons. Contact Asst. Chief Tom Parsons at 607-272-1234. You also need to bring an approved fire extinguisher.
- Downtown restaurants will have their booth placed in front or near to their restaurants. Other vendors will be located throughout the Commons and surrounding streets. You will receive your map and location ONE week prior to the event.
- As an exhibitor, I agree to comply with the rules and regulations of this event. That, in consideration of my being accepted, I intend to be legally bound; that I do hereby, for myself and my heirs, executors, administrators, successors, and assigns, release and forever discharge any and all rights and claims for damages which I may have or hereafter accrue to me against the City of Ithaca and the Ithaca Downtown Business Improvement District, Inc. DBA Downtown Ithaca Alliance, and employees, members, and Board of Directors for any and all damages, losses and injuries sustained to me and/or workers at the Chili Cook-off. I hereby agree to indemnify, hold harmless, and defend the aforementioned entities from any claim or cause of action for property damage, personal injury and/or wrongful death. I attest that I am physically fit and responsible for my own actions.

Signed _____ Date _____
Print Name _____

THANK YOU!