



**Join us for the 14th Annual Chili Cook-Off**  
**February 18th, 2012**  
**11:30am- 4pm**  
**Registration Deadline February 5th**

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

The 14th Annual Chili Cook-Off will take place on February 18th 2012 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 larger 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 and "other" category ( think chili dog, chili pizza, stuffed peppers, soups) . We also have other activities throughout the day including a festive photo booth, musical entertainment, and street performers.

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, 1 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), and ( 2000+ Tickets = 30% Rebate).

*For example: if you collect 1550 tickets. You would receive a rebate of \$356.50 { $\$00.92$  (average ticket price minus sales tax) $\times$  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 and 2nd), Best Local Beverage ( beer/wine), Best Other Item, as well as Best Presentation, People's Choice Awards, 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 to be eligible for sale.

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 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 14th Annual Chili Cook-Off another successful event. Please do not hesitate to contact me if you should have any questions at 607-277-8679 or email [patty@downtownithaca.com](mailto:patty@downtownithaca.com).

See you there and good luck!  
Best Regards,  
Patty Clark, Downtown Event Manager