



Join us for the 13th Annual Great
Downtown Ithaca Chili Cook-off
February 19, 2011
11:30am to 4:00pm
Register by February 5th

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

The 13th Annual Chili Cook-off will take place on February 19, 2011 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 13th 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,
Matt Riis
Marketing & Special Events Manager



THE 13th Annual Chili Cook-off
Saturday, February 19th
2011
11:30am to 4:00pm
Deadline for Participation: February 5

_____ **YES, I (WE) WOULD LIKE TO HAVE A TABLE AT THE GREAT DOWNTOWN ITHACA CHILI COOK-OFF! (No items may be sold in this category without approval through the Downtown Ithaca Alliance)**

Name of Non-Profit Organization: _____

Contact Name: _____

Items/program materials to be displayed _____

Space required (circle one): 10x10 Shelter (shelter not provided) 6 foot Table Space

Address: _____

Phone: _____ Fax: _____

Email: _____

- A \$10 application fee applies to all non-profits wishing to table at the Chili Cook-Off. An additional \$10 fee applies for the provision and usage of a six foot table and two chairs.
- Downtown restaurants will have their booth placed in front or near to their restaurants. Other vendors and tables 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!