



Dear Business Owners and Restaurants:

Preparations for the 28th Annual Sandestin Gumbo Festival are underway. The Gumbo Cook-off will take place February 18th from 12-4pm. In addition to Saturday's Gumbo Cook-off, we'll be featuring a variety of other events throughout the weekend.

- Now, we invite **you** to join in the fun! By becoming a participant in the 28th Annual Sandestin Gumbo Festival, your business will receive free advertising and publicity, worth thousands of dollars, January through February including:
 - Your business's name listed in print and radio ads, flyers, posters and press releases.
 - An exclusive feature in the Taster's Guide, which will be distributed to each event guest and will include a brief description and highlight noted by each participant.
 - Entered to win \$1,000 worth of free advertising from Wave 102.1FM to be used over the next year.
 - Free advertising from Community Broadcasters. Possible live tastings of gumbo dishes on air prior to the event.

This competition is open to both restaurant and non-restaurant participants. Categories will be broken down as follows:

<u>Participated 1-5 years:</u>	<u>Participated 5+ years:</u>	<u>People's Choice</u>	<u>Best Display:</u>
1 st Place: (\$750)	1 st Place: (\$750)	1 st Place: (\$400)	Winner: (\$50)
2 nd Place: (\$500)	2 nd Place: (\$500)	2 nd Place: (\$300)	
3 rd Place: (\$300)	3 rd Place: (\$300)	3 rd Place: (\$200)	
4 th Place (\$250)	4 th Place (\$250)		
Honorable Mention (\$100)	Honorable Mention (\$100)		

Non-Restaurant
 1st place (\$250)
 2nd Place (\$100)

Judging will be made by a panel of select food critics and local celebrities. Each participant's identity is concealed to ensure judging is strictly based on the quality of Gumbo presented. The awards ceremony will be held at approximately 4:15 pm and will recognize all participants as well as the winners.

We are proud to announce the Sandestin Gumbo Festival will be partnering with Sandestin Foundation for Kids this year. Proceeds earned will go to benefit Sandestin Foundation Kids, whose mission is reaching out to help children in need in our community. The Sandestin Foundation for Kids is a critical part of this event as their team assists in the coordination of our volunteers who help in every facet of the day's needs.

Please plan to attend a meeting with all participants and organizers to discuss event details, choose booth locations and distribute compensation tickets and parking vouchers. The Participant meeting will be held on **Tuesday, February 7th at 3:00 PM** at Marlin Grill in The Village of Baytowne Wharf.

Enclosed is an information sheet that should answer most of your questions, plus a commitment and information form for the taster's guide. We ask all participants to make a non-refundable \$50 reservation fee. This will serve as your table commitment for the event. Please make your check payable to *Baytowne Wharf Neighborhood Association*. Businesses are also asked to provide a *\$25 gift certificate*. This will be used as a promotional giveaway. All guests that turn in votes for their favorite gumbo register to be entered into a raffle to win a gift certificate from participating restaurants.

For your business to be included within ALL of the advertising collateral, we ask that commitment forms and the \$50 Reservation Fee be sent in to us by **Friday, January 27, 2017**. It is imperative that we receive your information by this deadline to ensure maximum marketing exposure for this great community event! Late entries will be accepted, however, we cannot guarantee full advertising opportunity. **NOTE: Booth locations will be chosen in the order in which your commitment forms and checks were received.**

Please mail Commitment Forms & Reservation Fees to:

Baytowne Wharf Neighborhood Association
Attention: Gumbo Cook-off
147 Tupelo Courtyard
Miramar Beach, FL 32550

Contact: Meg Dudenhofer
E-mail: meg@baytownewharf.com

If you have any questions, please feel free to contact Meg Dudenhofer at 850-267-8186 or meg@baytownewharf.com. We certainly appreciate everyone's continued involvement and support of this event. Thank you and we look forward to hearing from you soon.

2017 PARTICIPANT Q&A

- 1. How much Gumbo should I prepare?** *We are planning to accommodate 2000 attendees for the 2017 event. **For Gumbo Participants** - Please base the amount of gumbo you bring on at least that number of people plus tastings for at least 2 rounds of judging. (We suggest 50 gallons.) **Please note that you will also need enough rice for 50 gallons of gumbo.***

Participants will have an opportunity to sell Gumbo from 4pm – 5pm after the event. This will be in addition to the quantities requested for the event. All transactions are your responsibility.

- 2. What supplies will be provided for you?**
The Village of Baytowne Wharf will provide spoons, napkins, and sample sized bowls (4 oz.), tables, skirting, restaurant signs, trashcans, power source, parking, and security. Use of propane is discouraged, but allowable in the right location with propane placed outside of footprint of tent.
- 3. What must participants provide?**
Each participant is required to:
 - *Reserve their table with a \$50 Reservation Fee*
 - *Provide gumbo with rice is encouraged. You will also need a fire extinguisher, chafing dishes, sternos, extension cords, serving utensils, and staff to serve and operate your booth.*

- *Donate an offering from your restaurant or business or a gift basket. Donations will be given away at drawings to randomly selected individuals who have cast ballots for the “People’s Choice” award during the event.*

4. What type of promotion will be used for the event?

Gumbo participants will receive advertising in our local area through radio, billboard, magazine, and newspaper ads, as well as a full publicity campaign. Participants may also be eligible for live on-air tastings the week prior to the event.

5. Can we bring promotional material to the event?

Yes, bring balloons, koozies, T-shirts, menus, etc. to give away at the tasting. This is a terrific opportunity for your business staff to meet potential customers and thank current ones.

6. What are the criteria to be included in the Championship?

For Gumbo Participants: *This is a Gumbo Championship, NOT chowder or soup. Your Gumbo MUST BE homemade. You CANNOT out-source the preparation of your gumbo to another restaurant/business; doing so will be grounds for disqualification. Please note there are a variety of gumbos. It does not necessarily have to be seafood gumbo. All gumbo must be prepared prior to arrival. Reheating of gumbo is the only day of food preparation allowed. Any other food preparation could possibly disqualify you from award consideration.*

If you have any questions about the criteria, please contact us for verification.

7. What happens if I run out of gumbo?

If you run out of gumbo prior to the end of the event it will affect your total score that has been determined by the judges. It is imperative that you make enough gumbo to last from 12 pm – 4 pm to ensure that the “People’s Choice” is chosen fairly. There will be a 3.5 point deduction for every half hour prior to the end of the event if you run out of gumbo.

8. How do we qualify for the “Best Display” award?

*We will provide a 10X10 tent for your booth space. Choose an interesting idea for your booth and decorate and dress up in the Gumbo spirit. In order to keep up the appearance of the Village, you are **not allowed** to use nails, screws, staple guns, tape, etc to mount anything on the actual building structure or tent. Doing so will disqualify your restaurant for this award.*

9. What time can we arrive to set-up for the event?

You may arrive at 8AM the day of the event; NO set-up will be permitted prior to this time. A load-in schedule will be established at the Participant’s Meeting.

10. What time should we be ready to serve Gumbo?

At the participant meeting, we will give you your designated tasting time. It is your responsibility to have your gumbo ready 30 minutes prior to the tasting time.

11. Where do we unload our supplies and park?

All participants will be permitted to unload their vehicle in front of their booth. Absolutely no unloading AFTER 10AM

12. Parking

*Your business will be permitted to park **two (2)** vehicles in Marina parking lot. Parking passes will be given out at the Participants Meeting.*

2017 PARTICIPANT COMMITMENT FORM

(PLEASE MAIL OR E-MAIL THIS FORM AND RETURN BY FRIDAY JANUARY 27, 2017 TO MAXIMIZE YOUR AD OPPORTUNITIES.)

Participant Name:	_____
Contact Name:	_____
Business Address:	_____
Mailing Address: (If different from Business Address)	_____ _____ _____
Primary Contact Phone No.:	_____
Business Phone/Other Phone:	_____
Fax Number:	_____
E-mail Address:	_____
Best Time to Contact:	<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening
Brief Description of Business: (to be included on Taster's Guide)	_____ _____
2-3 full sentences	_____
Special Requests:	_____
Enclosure:	\$50 Registration Fee Enclosed <input type="checkbox"/> Yes <input type="checkbox"/> No \$50 Registration Fee Mailed Separately <input type="checkbox"/> Yes <input type="checkbox"/> No
	Please note that we will decide your booth location once we receive the registration fee.
Please mail, e-mail this for to:	Baytowne Wharf Neighborhood Association ATTN: Gumbo Cook-off 147 Tupelo Courtyard Miramar Beach, Florida 32550
For questions, please contact Meg Dudenhoefer, Village of Baytowne Wharf Events Coordinator, at Meg@baytownewharf.com	