

A Fundraiser for



4th Annual Best

Bloody Mary

and
Best

CHILI

Contest



On Saturday, January 25th we are asking people who serves the **Best Chili** or the **Best Bloody Mary**... and we've been told yours should be in the running!

Contest:

Saturday, January 25

2:00 PM to 4:00 PM

Awards Ceremony follows!

Venue:

Red Carpet Event Center
11 5th Ave S, St. Cloud

Thank you to our sponsors:



Ask about becoming a sponsor!

We are inviting you to compete in our upcoming contest to benefit Tri-County Humane Society.

All ticket sales from this event will benefit the animals!

This will be our fourth year with this event and we are thrilled with how popular it has become. The voters take their jobs very seriously, so while everyone has fun, it's an actual competition.

Last year over 200 people attended despite the frigid temperature, so we added space by opening the door that joins the Event Center with the Pub giving us more room to move.

If you want to compete but can't provide staff, we can help with that. Check the box on the form included in this packet.

If you can't compete, you can still help our cause by offering a \$25 or more gift card for the raffles we will hold during the tasting. You will receive recognition! Of course if you are participating you can also provide a gift card—either way please check the box on the form.

Each competing bar/restaurant will be provided a table with prep/work space behind. You can decorate your space as you wish, we want you to promote your venue at this event! Coupons, menus, etc. are all welcome as long as it stays within your space. There is no fee to compete, you simply need to register. Use the form in this packet or visit the event web page to register online.

You will provide samples of your product to event attendees in small shot-size plastic cups (provided). If you're competing with Bloody Marys, Smirnoff will provide the vodka at the Event Center so you bring the mix only. We suggest you bring at least two gallons of Bloody Mary Mix or chili.

Attendees will move from booth to booth sampling all the available Bloody Mary and Chili options while making notes on their ballots and talking with the bar and restaurant staff.

The tasting goes from 2-4:00. It's a fast-paced event!

At 4:00 the final tallying will be completed and the winners announced. "Best in Show" Bloody Mary and "Best in Show" Chili each receive a handsome trophy to display at their establishment!

The big winners last year were Red Carpet (Bloody Mary) and MC's Dugout (Chili). **But everyone who participated was a winner in our eyes!**

Thanks to Anton's, Crooked Pint Ale House, Erbert & Gerbert's Downtown, HR Pesty's, House of Pizza, Lily's Wings, Burgers, & Things, MC's Dugout, The Red Carpet, and Torch Sauce Company for their participation in 2019! We look forward to adding your establishment to our list this year!

Thank you,

Cheryl Ley

Tri-County Humane Society Bloody Mary & Chili Contest Committee Chair
cle0564@gmail.com | 320.252.6989

Kate Kompas

Tri-County Humane Society Volunteer and Event Coordinator
volunteer@tricityhumane.org | 320.252.0896 ext. 27

Event web page: tricityhumane.org/BMC

This is a fundraiser for Tri-County Humane Society. All ticket proceeds benefit the animals!



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The Bloody Mary & Chili contest is a fundraiser for the animals and that's great, but other than a warm & fuzzy feeling, ***what's in it for you?***

The voters who attend this event take their jobs very seriously. This is a real tasting contest, not a popularity contest. But we hope you **PROMOTE** the event at your establishment to get more of your customers to attend!

Publicity, Publicity, Publicity!

We are already promoting this event at our website and our Facebook page, plus our newsletter and other media. TCHS has over 22,000 Facebook followers and an average of 26,486 unique website visitors each month. The earlier you sign up, the more publicity you will receive!

- We created a full page poster and quarter page flyers for you to use (included in this packet)
- Tag on to our Facebook Event (visit tricountyhumanesociety.org/BMC for the direct link)
- If you don't have time to promote, provide us with photos, a short video, or logo pre-event and we will add it to our social media campaign.
- Winners of Best in Show Bloody Mary and Best in Show Chili receive a nice **TROPHY** to display in their establishments—look for previous winning trophies at Red Carpet's Martini Lounge, Anton's and MC's Dugout.
- Listed on web page <http://tricountyhumanesociety.org/BMC>
- Promoted on Facebook event <https://www.facebook.com/events/714397749032420/>
- Your establishment advertised on the bulletin board at the shelter in January
- Event wrap-up press release will go to all local media
- Your establishment will be listed post-event in our winter newsletter, mailed to over 6,000 households + 8,000+ more by email. Our supporters love our sponsors, and we encourage them to support the businesses that support us!



We do not charge a fee to compete, this is a fun and inexpensive way to promote your business while raising money for a great cause.

We want you to promote your business at this event, and that includes having a menu, coupons, signage, or whatever you wish at your table.



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Register by Mail, Email, Fax or Online:

Establishment Name: _____

Primary Contact Person: _____

Who will represent your establishment?*

(if it isn't primary contact) _____

Contact Email Address: _____ Contact Telephone: _____

We are competing with: ☐ Bloody Mary

(check all that apply) ☐ Chili

☐ *We want to compete but we can't provide staff

☐ We will also donate a \$25 or more gift certificate

☐ We can't compete but we want to donate a gift certificate

Establishments competing with chili will be positioned near an electrical outlet. You should bring a power strip/extension cord.

Limited Spots Available, Register Early!

Register Online at tricountyhumanesociety.org/bmc

or complete and scan this form, email to: cley0564@gmail.com

*Tri-County Humane Society has a fantastic volunteer group that is ready and willing to serve your product if you are unable to send staff.

All you need to do is deliver the chili or bloody mary mix to the Red Carpet Event Center before 1:30 on January 25th.

If you want to take advantage of that service, all we ask is you give us some great info so we can represent your establishment well - a copy of your menu, signage, maybe some coupons or a fact sheet. We will pack everything up and will deliver it back to you after the event.

