

A Fundraiser for



3rd Annual Best Bloody Mary and Best Chili Contest



On Saturday, January 26th we are asking 300+ people who serves the **Best Chili** or the **Best Bloody Mary**... and we've been told yous should be in the running!

Contest:

Saturday, January 26

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:



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 third year with this event and we are thrilled with how popular it has become. For 2019, we dropped the "celebrity judges" portion of the voting process—the ticket holding voters take their jobs very seriously and want to know their vote (and their vote only) determines the winners.

Last year over 250 people attended, and we expect more this year, so we added space by opening the door that joins the Event Center with the Pub so we have 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 by offering a \$25 or more gift certificate 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 certificate—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.

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. Last year a few competitors ran out of product!

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 Anton's (Bloody Mary) and Torch Sauce Company (Chili). **But everyone who participated was a winner in our eyes!**

Thanks to Anton's, Cornerstone Buffet & Restaurant, The Hayloft, House of Pizza, Olde Brick House, The Place, Red Carpet and Torch Sauce Company for their participation in 2018! We look forward to adding your establishment to our list this year!

Thank you,

Kate Kompas

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

Cheryl Ley

Tri-County Humane Society Bloody Mary & Chili Contest Committee Chair
clei0564@gmail.com | 320.252.6989

Event web page: tricityhumanesociety.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,
 - We created a full page poster and quarter page flyers for you to use (included in this packet)
 - Tag on to our Facebook Event (<https://www.facebook.com/events/534268373671706/> or visit tricityhumanesociety.org/BMC for the direct link) to reach over 20,000 TCHS Facebook followers!
 - 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 to advertise their win! We will send out the final tally and any valuable ballot comments after the event so you will know how you ranked.
- 🐾 **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 20,000 Facebook followers and an average of 26,486 unique website visitors each month. The earlier you sign up, the more publicity you will receive!
 - **Competitors who commit before January 2, 2019** will be mentioned in a KNSI Advertorial
 - Listed on web page <http://tricityhumanesociety.org/BMC>
 - Promoted on Facebook event <https://www.facebook.com/events/534268373671706/>
 - Your establishment advertised on the bulletin board at the shelter in January
 - Event wrap-up press release will go to all local media
 - Winners will be posted The Red Carpet's billboard on CR 75 North between I-94 and 33rd St. S., St. Cloud
 - 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!



- 🐾 Did we say Tri-County Humane Society has **active Facebook followers**? This event is months away and it already has **319 people** who have expressed interest in attending. Last year over 250 people attended, we're expecting even more in 2019!

- 🐾 We do not charge a fee to compete, this is a fun and free 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(s).



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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: tricountyhumanesociety.org/BMC

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

Complete this form, fax to: 866-848-8868

Mail this completed form to: Tri-County Humane Society, PO Box 701, St. Cloud MN 56302

Drop this completed form off in person at Tri-County Humane Society

735 8th Street NE, St. Cloud, MN 56304



Register Online at tricountyhumanesociety.org/bmc