



Greetings!

On behalf of the Lansing Board of Water & Light and Cooley Law School Stadium, **the 24th annual BWL Chili Cook-Off is scheduled for Friday, October 4 at the stadium in Downtown Lansing.** This exciting venue offers many opportunities to continue to grow the event and create a vendor-friendly experience.

REASONS TO GET INVOLVED: Enhance your public profile by supporting an event with proceeds donated to three local charitable programs, the Lansing Promise/H.O.P.E. Scholarship Program, Pennies for Power and Impression 5 Science Center.

COMPETE: Compete for People's Choice, Best Restaurant Chili, Best Organization Chili, Hottest Chili and MORE! Decorate your booth to showcase your business and compete for the Most Creative Chili Booth award.

ADVERTISE: Introduce thousands to your business with high-profile advertising and media exposure including, promotional flyers, advertisements and social media.

PARTICIPATE: Participate in an enjoyable "heated" competition while receiving recognition in front of a huge crowd.

Booth space is sure to go fast as we hope to make this our biggest and best year ever! We hope you will take a moment *now* to fill out the 2019 application and send it to **CCO Vendor Sign-Up, 505 E. Michigan Ave., Lansing, MI, 48912**, by September 13, 2019 along with the deposit (see Registration Requirements), checks made payable to **Lansing BWL.**

If you have any questions or prefer to send your application via email, please contact Angela Sees, Vendor Coordinator, at asees@lansinglugnuts.com.

Best Regards,

Angela Sees

Angela Sees
Cooley Law School Stadium
Executive Administrator & Vendor Coordinator

Vendor Testimonials

"The Chili Cook-Off was a ton of fun. Running a hotel, these are my favorite things to do. It is friendly competition for chili! It is a well-organized event and the turnout was great. We gave around 2,100 servings of chili and it was a lot of fun. It is a good way to get our name out and help support the community. We have done it for 14 years and we will always keep doing it. We have Chili Cook-off posters all over the building and we are working on building shelves in our main hall to display all of our chili trophies. Our team is super excited about it and we love getting into the competition."

Rich Dunlap, General Manager at the downtown Radisson Hotel

"The Chili Cook-Off is a great way to get our name out there to different parts of community. One of the goals Celebration Cinema strives for is to be a part of and give back to the community. When we heard about the Chili Cook-Off, we thought it was the perfect way to achieve this goal. The Chili Cook-Off is an all-around fun time and we love doing it. We are now putting the chili on our menu because of the positive response and it has done extremely well. We will be participating next year, as well!"

Patrick Brown, Operations Manager at Studio C.

"The Chili Cook-off is an incredible event every year. We have done it the past 8 or 9 years. Every year the numbers grow amazingly and the event is extremely organized, more so every year. It is a fun, organized, clean family atmosphere. Our employees look forward to it. As a vendor, I particularly enjoy the organization--the BWL team steps it up a notch every year. This year there was amazing entertainment and ATM machines. BWL makes it easy as possible on vendors, which is nice. Playing a part in the community and supporting a good cause does nothing but positive advertising for our restaurants. A great event and very positive experience."

Christine White, Owner of McAlister's Deli

"Great experience overall. Met a lot of other restaurants in the area. We got to taste new, different chili. BWL was so open and friendly to us, it was heartwarming. We are quite sure we will be doing it next year. The advertising was dead on; everything they said it would be, it was."

Dave Reed, Head Chef at House of Eden Rock

2019 Chili Cook-Off Participant Agreement

RETURNING THIS YEAR – Benefits for signing up early! We know everyone has preferences for where their booth is located. Early sign up and deposit submission allows you to pick where in the park your booth will be located AND your preferred load in time.

This letter constitutes an agreement between the following parties:

1. Participant Restaurant/Organization: _____

2. Contact Person: _____

3. Address: _____

4. Business Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

5. What type of participant will you be?

CHILI/SALSA:

Restaurant _____ Organization/Business _____

NO CHILI:

Other Vendor Type _____

6. Do you have access to an electric or sterno hot box? **Y or N**

If yes, how many? _____

If you do not have your own, we will provide them.

Provided to you by the BWL Chili Cook-off Team

MATERIALS DAY OF:

- A 10ft x 10ft tented area, two 8ft tables and one chair (no tablecloths)
- Chili sample cups (continually restocked as needed)
- Napkins (continually restocked as needed)
- Spoons (continually restocked as needed)
- Access to hot boxes (unless you're bringing your own)
- An identification sign for your business
- Hand-washing stations
- Food service gloves
- Electrical outlet
- 1 parking pass per vendor
- Vendor lanyard credential—up to 6 max

ADVERTISING:

- A 30-second radio spot
- Posters and flyers
- An event program
- Press releases about the event
- Interviews with radio, television and print media
- Social media advertising
- Outdoor billboards

Registration Requirements

- One copy of this signed agreement must be mailed to Chili Vendor Sign-Up, 505 E. Michigan Ave., Lansing, MI 48912 or asees@lanisnglugnuts.com and received by September 13.
- **PLEASE NOTE:** ALL participant-vendors in the 2019 Chili Cook-off must also enclose a \$100 deposit check with this agreement, made payable to **Lansing Lugnuts**. The deposit check will **NOT** be cashed and will be returned at the conclusion of the event, unless the participant fails to appear at the Chili Cook-off and/or does not clean up their booth at the end of the event.

Participant Requirements

- The participant will provide a maximum of (6) six people to staff its chili booth from 4:30-9pm on Friday, October 4.
- The participant must have the booth set up and food delivered on site by 2pm for the Health Department inspection.
- The chili entry must pass a health inspection before the event, and a participant representative must attend a Health Department training meeting on **Tuesday, October 1 from 2-4pm in the View at Cooley Law School Stadium.**
- The participant will provide a minimum of **forty (40) total gallons of chili** to distribute to attendees between the hours of 4:30pm and 9pm. Please note that if you do not bring the required amount to the event, you will be charged a \$100 fee.
 - Up to three (3) types of chili, equal to a total of **AT LEAST** 40 gallons
- Only two (2) types of chili may be entered for judging.

REMEMBER: Early sign up and payment allows you to pick where in the park your booth will be located AND your preferred load in time. This will be available on a first come, first served basis.

Contact/Participant's Printed Name

Date

Contact/Participant's Signature

Title

Angela Sees
Cooley Law School Stadium
Executive Administrator/Vendor Coordinator

Date

Booth Location/Booth Number Preference: _____

Load-in Time Preference: _____

**** All chili must be ready for the health department inspection no later than 2pm. Load-in time will range from 11:30am to 1pm. This time will be used to decorate, set up and prepare for the health inspection.**

Frequently Asked Questions

Why should I participate?

It's a chance to invite all of your current customers and friends down to the ballpark to join you in a great time. Every year local television, radio and newspapers cover the event. It's great publicity for your organization, a chance to bring people together in downtown Lansing, support the community and have fun for the whole family.

What if chili isn't on our menu?

Not a problem! Nearly 50 percent of vendors don't regularly make chili.

Where and when is the Cook-off held?

The Chili Cook-off will be at Cooley Law School Stadium., 505 E. Michigan Ave. Lansing, MI 48912 on Friday, October 4.

How does the Chili Cook-off Work?

The Chili Cook-off attracts thousands people annually, where "chiliheads" sample the area's best chili and salsas. Last year, more than 30 restaurants and organizations served up chili and salsas from their festive booths. Attendees enjoyed nearly 50 types to sample, plus two great bands for their listening pleasure. Other merchant-vendors offered ice cream, smoothies, beer tents, fully stocked bars and much more.

Where does the money go?

All proceeds from the Chili Cook-off benefit the Lansing Promise/ H.O.P.E. Scholarship Program, Pennies for Power and Impression 5 Science Center.

How many booth workers can I bring?

The standard number of workers per booth is six. If you require more, contact the team member for BWL Chili Cook-off on the first page of this packet to learn how to purchase additional tickets at a discount for your team.

How much chili or salsa should I bring?

If you wish to be a chili vendor, the minimum amount is 40 gallons total.

What awards are given at the event?

Participants compete for first and second place awards in the following categories:

Best Restaurant Chili	Best Meatless Chili*
Best Organization Chili	People's Choice Best Chili
Hottest Chili*	Most Creative Chili Booth
Best First-Time Entrant Chili	

**Hottest and Meatless are the only categories you will have to notify us if you want to participate in for competition. You will automatically be entered in all of the remaining categories you are eligible for (Example: if you're a restaurant, you'll be automatically entered in Best Restaurant Chili)*