Dear Local Establishment,

Premier Cares Foundation is proud to present and host its 5th Annual Colon Cancer Event:

**"Challenge Your Colon" Chili Festival:
Celebrating the Local Culinary Flavors of the Hudson Valley**

**Date: Sunday, March 13, 2016
Time: 12-3pm
Location: Villa Borghese, 70 Widmer Rd, Wappingers Falls, NY**

This family friendly event will feature local establishments serving tasting portions of their prize chili recipes and other specialties such as cheeses, salsa, cornbread and chocolate chip cookies. This will be a fun and unique community event, with an added twist of friendly competition for the Hudson Valley establishments.

We are reaching out to you today to offer the opportunity to participate in our high visibility event. Last year we had over 400 attendees from our community come out to taste the local culinary chili recipes from some of the Hudson Valley's most recognized restaurants and businesses. This event will appeal to "foodie" palates ranging from "tailgate to Kentucky Derby". Based on the buzz, we expect even more people to attend this year, to sample the best chilis and local fare in the Hudson Valley.

For more information about the event and to find out how you can participate, please contact me at gmmcormack@premiercaresfoundation.org or 845-418-2201.

Sincerely,

Gia McCormack

**Vendor Participation Criteria**

* A table and linens will be provided and set up for each participating vendor, however the vendor will be responsible for setup/breakdown of their station.
* Vendor will prepare tasting table(s) showcasing their establishment's best chili, cornbread, cheese, salsa, chocolate chip cookies, wine/beer, etc.
* Vendor will provide tasting quantity for approximately 500 guests.
* Vendor will provide all equipment needed for heating/serving all tastings.
* Due to space limitations we ask for no more than 2 staff per table - please contact Gia McCormack if you will require more staff. Please plan on carpooling as parking spots are limited
* Please plan to arrive at approximately 8:30 am on the morning of March 13th. You will receive more complete instructions and an arrival schedule closer to the event date.
* An assigned time will be given to Chili vendor to submit samples to judges table for judging.

 **Vendor Benefits**

* Business Name on Premier Cares Foundation Website and Facebook page
* Business Name listed on Chili Event T-shirts, if commitment is received by February 12, 2016
* Business Name guaranteed on the second printing of the event flyer/registration form if commitment is received by February 12, 2016.
* Business Name displayed on posters day of event
* Vendor information can be displayed on table throughout event

We encourage all vendors to get into the spirit of our Chili Festival by decorating their tables and dressing staff in “Country Flare” (cowboy boots, denim, cowboy hats, overalls, etc.). Awards will be presented for “Best Theme” and “Best Attire.”

As an added benefit, we will provide vendors with 2 event t-shirts and tasting wristbands to sample all of the delicious fare available at the event.

Please let us know if your restaurant or business would like to donate a gift certificate for the event raffle. We hope to use the raffle to raise additional funds for patients in need, and would sincerely appreciate any gift certificate donations!

**Judging and Awards**

* Judging will take place before the event opens to the public. Estimated judging time is 9am-12pm, and all vendors will be given their assigned judging time(s) in advance of the event.
* Vendors may enter 2 types of chili for judging - one in the vegetarian category and one in the non-vegetarian category. Vendors may enter cornbread and chocolate chip cookies for judging. 5 awards will be presented for Chili:
	+ “People’s Choice Chili,” as voted by the event attendees
	+ The “Premier” Chili Award, as voted by the Culinary Judge panel
	+ People’s Choice Vegetarian Chili
	+ “Premier” Vegetarian Chili
	+ NEW THIS YEAR “Most Creative” Chili
* 4 awards will be presented for Cornbread & Chocolate Chip Cookies: “People’s Choice Cornbread & People’s Choice Chocolate Chip Cookie,” as voted by the event attendees, and the “Premier” Cornbread Award & “Premier” Chocolate Chip Cookie, as voted by the Culinary Judge panel

**5th Annual “Challenge Your Colon" Chili Festival:
Celebrating the Local Flavors of the Hudson Valley**

**Business Contact information:**

Business Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* □  Yes, our restaurant/business would like to participate in the Chili Judging competition.
* □  Yes, our restaurant/business would like to participate in the Cornbread Judging competition.
	+ 1. □  Yes, our restaurant/business would like to participate in the Chocolate Chip Cookie Judging competition.
* □  Yes, our restaurant/business would like to participate and provide tasting samples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* □  Yes, we will be providing a gift certificate for the event raffle.
* **Notes:** Only chili, cornbread and chocolate chip cookies will be judged. Food served other than chili and cornbread is subject to approval by Premier Cares Foundation. Vendors may serve up to 2 types of chili at their station (i.e. one vegetarian, one meat), and may submit one type of chili for judging in each category - vegetarian and non-vegetarian. Premier will provide tasting cups and spoons to vendors to serve their samples, however if samples require different serving containers it is the responsibility of the vendor to provide them.
* **Please return your registration form by email to Gia McCormack gmccormack@premiercaresfoundation.org or you may mail it to Gia McCormack at Premier Cares Foundation, P.O. Box 93, Pleasant Valley, NY 12569.**
* Premier Cares Foundation is a fully credited 501(c) 3 non-profit organization whose mission is to provide support, education, awareness and treatment to those individuals in the community lacking sufficient funds to address significant urologic and digestive issues including but not limited to prostate and colon cancers. Funds raised at the event will support local charities and colon cancer programs to offer free screenings, supportive services, and treatment.