



4th Annual Craft Cocktail Competition Participant Application & Guidelines

Thank you for your interest in the 4th Annual Craft Cocktail Competition benefiting the Crohn's & Colitis Foundation, North Texas/Oklahoma Chapter! There are an estimated 70,000 Crohn's disease and ulcerative colitis patients, collectively known as Inflammatory Bowel Disease (IBD), in North Texas alone. Our mission at the Foundation is to cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases. This fundraising event helps us do just that!

Please submit this completed form along with a short video (no more than 30 seconds) via email to Marie Fidler, Development Manager, at mfidler@crohnscolitisfoundation.org. More information on the video clip can be found below. **The 2020 Craft Committee will review all applications and will notify those who have been chosen to compete, in late February.** Participants will be emailed and also announced on social media, so be sure you are following @CraftFortWorth. There will only be ten competitors. Winners from the previous year get an automatic invitation back the following year. All participants are asked to help promote Craft and engage with us on social media.

Please note - anyone serving alcohol MUST have their TABC license!

APPLICATION

Name of Participant: _____

Email: _____

Phone: _____ - _____ - _____

Name of Assistant: _____

Restaurant/Bar you will be representing (*must be located in Fort Worth area*): _____

Restaurant/Bar Address: _____

Social Media Handles (so we can tag you and your bar/restaurant and show you some love):

@ _____

@ _____

Have you participated in the Craft Cocktail Competition in the Past (circle one)? YES NO

Has the bar/restaurant you're representing donated to Craft's auction or raffle (circle one)? YES NO

VIDEO CLIP

Video clip can be taken on a phone and should be no more than 30 seconds. Please tell us your name, the bar/restaurant you will be representing and what your favorite thing is about mixing cocktails. Feel free to make this video fun and engaging! This video will not only be seen by our Craft committee, but will also be shown on our social media page to help promote our competitors and Craft 2020.

EVENT INFORMATION

Saturday, May 2, 2020

The Ostreum | 108 South Fwy Suite 130, Fort Worth, TX 76104

Event Timeline

2-3:00 PM – Participants arrive to setup

3:30 PM – Band arrive to setup

- Participants are setup and ready to go

3:45 PM – Awaiting Judge's Arrival

- Check-in volunteers as well as photo opportunity are ready
- Background music is playing
- Charcuterie board is set up

4:30 PM – Band is setup and ready for sound check

4-5:00 PM – Judging

- Catering is setting up main course food
- Bartenders are ready for guests

5:00 PM – Check-in Opens

- Photo Opportunity outside under overhang (step and repeat, stanchions and photographer)

5-8:00 PM – Eating and Cocktail Tasting

5-7:00 PM – Background music playing (not live) 7-8

7-8:00 PM – Band plays live

7:30 PM – Voting ends and the votes are counted so that the winners can be announced during the program

- Volunteers set up checkout area
- Marquee sets up outdoor lounge area for Lyft rides
- Water bottles are placed outside

8:00 PM – Program Begins

- Bars stop serving
- Silent auction closes
- Volunteers package up silent auction items.

9:00 PM – Program Ends

- Band takes the stage
- Bars re-open for an hour (if they have cocktails left)
- Late night snack is brought out.

9:30 PM – Checkout opens

10:00 PM – Participant Bars close and only Wine & Beer is available (along with Water and other non-alcohol beverages)

10:45 PM – Last call for wine and beer

9:00 - 11:00 PM – Band plays live

11:00 PM – Event Ends

Competition Categories/Awards

Judges' Choice Award – selected by panel of celebrity judges

Participants will be judged on a 15 point scale in three categories: Taste (maximum of 5 points), Originality (maximum of 5 points), and Appearance (maximum of 5 points). Judges will visit each participant station for tasting. During this time you will be able to present your cocktail. After visiting all stations, the panel of Celebrity judges will tally the scores, and the cocktail that receives the highest score will be awarded the "Judges' Choice Award."

Best Cocktail in Cowtown – selected by popular vote of attendees

Attendees will have the opportunity to choose their favorite cocktail of the night, and upon registration, each attendee will receive a voting chip to indicate their choice for the "Best Cocktail in Cowtown." Throughout the event, attendees will be able deposit their voting chip in the mason jar of their favorite restaurant/cocktail. At 7:30 PM, prior to the start of the program, all the mason jars containing chips will be collected and counted. There will be announcements and a last call for voting. The cocktail that receives the most attendee votes will be awarded the "Best Cocktail in Cowtown."

Winners

Winners will be announced during the main program this year. They will receive an engraved shaker and an automatic invitation back to Craft 2021. We do ask that your winning cocktail be added to the restaurant/bar menu that you are representing, even if it is for a limited time. This helps to grow and promote Craft so we can continue putting this event on year after year.

Load-in: 2:00-3:00 PM

Participants will receive their booth assignment upon arrival at The Ostreum. All vehicles need to be clear of the load-in area and parked in the designated lot no later than 3:30 PM.

Attire:

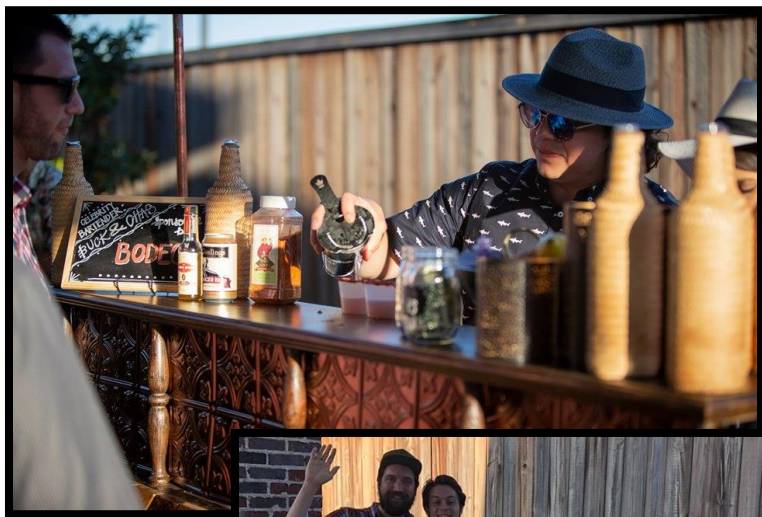
The theme for Craft is prohibition and we encourage you to have fun and dress the part. This includes suspenders, flapper dresses, bowties, boas, hats, beads and vests. It is the Roaring 20's after all!

Participant Table & Other Provisions:

All base alcohol will be provided and distributed to the competitors at our Participant Party the month prior to Craft – more information to come if selected. **New this year, participants will also receive a \$100 gift card to Central Market to help offset the expense of other ingredients/mixers.**

- You will have two- 6 foot tables, both covered with a tablecloth (one in front for service and one behind for a backbar). **We encourage you to have fun with decorating your table to fit your restaurants brand or cocktail theme.**
- A small chalkboard sign will be provided with your bar/restaurant name listed
- Large ice chest filled with ice and scoop
- Sample cups for your cocktails
- Beverage napkins

Participants will not be provided with any specific bar tools/supplies (such as shakers or towels) or dump buckets/personal trash cans. Additional storage or electricity will not be available to participants.



Participant Parking:

There is parking directly outside of the venue but it is very limited. Parking will be reserved for participants, band, catering, staff and volunteers. All guests who will be drinking will be strongly encourage to Lyft or Uber.

Guest Arrival:

There will be no VIP reception in 2020, so for the Judge's tasting, you will only be serving them and their guests. Celebrity Judges will be arriving at 4:00 pm and general guests will be arriving at 5:00pm. We ask that all participants be ready and in place at 3:45pm. This will ensure that everyone is ready to go BEFORE the judges arrive and will give us time to resolve any last-minute issues.

Service:

Please keep in mind that there will ten (10) participants in this event. We ask that you limit your sample servings to absolutely no more than 1oz. of alcohol, not including mixers, per guest. Although there will be food available, there will be beer and wine available as well. We want to look out for our guests and make sure they all get home safely. Guests are allowed to sample drinks more than once – most people usually find a favorite and keep going back for more. You have the right to refuse service if someone is too intoxicated!

Remember to pre-batch your cocktails!

Load-out: 10 PM

10:00 PM. Please make sure to take care of any waste you may have created during the evening. If you run out of alcohol prior to 10 PM and leave during the program, **please remember to be as quiet as possible** so that guests are not distracted from the program.

Questions?

Contact Marie Fidler, Development Manager at mfidler@crohnscolitisfoundation.org or call 972-386-0607 x 4.



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