



2019 A TASTE OF LOUISIANA

FOOD FESTIVAL & COOK-OFF

SATURDAY, OCTOBER 5, 2019

11:00 AM TO 2:00 PM

HOOVER METROPOLITAN STADIUM

\$15.00 Per Ticket . Children 12 and under are FREE

At this family-friendly event, visitors will enjoy delicious Louisiana food like jambalaya, gumbo, etouffee, red beans and rice, boudin, bread pudding and much more, prepared by local restaurants and individuals. There will also be a children's area full of games and activities.

A Taste of Louisiana is a great way to celebrate the food and culture of Louisiana right here in Birmingham, while helping a worthy cause. Proceeds from this year's event will benefit the Lagniappe Foundation, a 501(c)(3) non-profit, funding pediatric cancer research through the Sid Strong Foundation and college scholarships for local students.

Do you have a favorite recipe that you think has what it takes to be voted #1? Then register now to compete in the Cook-Off (see sponsorship and cooking competition information for details). This is a great opportunity to get your business' name out in the community, support a worthy cause and have a lot of fun.

NOTE TO APPLICANT:

The form below is an Active PDF Form. You can fill it out on your computer and then print it for mailing or you can save it as follows: After you edit the form click on FILE, then Click on

SAVE AS, in the box that opens change the name of the form to 2019 Cook Team Application (team name).pdf and hit save.

EXAMPLE: 2019 Cook Team Application Rue Krewe.pdf

You can then e-mail your form to kdhaynes@haynes-haynes.com

FOR MORE INFORMATION CONTACT: Kenny Haynes: 205-613-5337 or kdhaynes@haynes-haynes.com

Also see the [A Taste of Louisiana Facebook page](#) for information



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PRESENTING SPONSOR - \$7,500 (1)

Pre-Event:

- **Listed on event logo as *Presented By***
- **Promotion and marketing as an exclusive presenting sponsor of the event**
- **Company name and/or logo included in:**
 - 1) **All press releases**
 - 2) **All TV and radio coverage/interviews**
 - 3) **All print advertisements and promotional media (social media/website/online marketing)**
 - 4) **All event social media posts (minimum of 4 posts)**
 - 5) **One sponsored Facebook ad**
 - 6) **All email blast campaigns**
- **Logo to appear on website Home page and Sponsor page**
- **Link to corporate website from logo on website**
- **Opportunity to have representative as an event chair or co-chair**
- **Logo to be included on electronic tickets**
- **Special hashtag #yourcompanyname to be used in targeted social media posts**
- **Industry exclusivity at the event**

Event:

- **Company logo/banner can be hung next to the ENTRANCE for high exposure**
- **Prominent booth space for your company**
- **Logo recognition on signage and banners throughout event**
- **Recognition as Presenting Sponsor by Emcee repeated throughout the event**
- **20x20 location for promotional displays and merchandising opportunities, including the right to give away premium items, coupons or product samples (Sponsor will be responsible to bring their own 20x20 tent/signage)**
- **4 tables AND chairs will be provided**
- **logo on all t-shirts as presenting sponsor**
- **20 General Admission vendor wristbands**
- **Company receives 20 event t-shirts**
- **Company representative invited to sit on judge's panel for cook-off**
- **Free optional entry in the cook-off competition for two teams**
- **1st right of refusal for the 2020 Presenting Sponsor**

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MARDI GRAS SPONSORS - \$5,000 (5)

Get your business exposure representing the food and beverage aspects of the event. As Mardi Gras sponsors you will be featured as the King of Mardi Gras.

Each attendee will receive a Mardi Gras style set of beads as they enter the event compliments of our Mardi Gras sponsors

Your name and/or logo will appear on all signage (and social media) and:

- 1) Website Sponsor page
- 2) Promotional flyers and posters
- 3) ATOL t-shirt as first tier sponsor

Name inclusion in event press release

Dedicated social media mention

Dedicated e-blast

Onsite logo placement

Complimentary 10x10 booth space with table for your cook team

Cooking competition fee will be waived

You will also receive 10 wristbands for the event

ZYDECO SPONSORS - \$3,000 (5)

Get your business exposure representing the musical entertainment that turns the event into a party.

You will get your name and/or logo placed on all signage (and social media) and:

- 1) Website Sponsor page
- 2) Promotional flyers and posters
- 3) ATOL t-shirt as second tier sponsor

Name inclusion in event press release

Dedicated social media mention

Dedicated e-blast

Onsite logo placement

Complimentary 10x10 booth space with table for your cook team

Cooking competition fee will be waived

You will also receive 10 wristbands for the event

LAGNIAPPE SPONSORS \$2,000 (5)

Get your business exposure representing the children's entertainment.

You will get your name and/or logo placed on all signage (and social media) and:

- 1) Website Sponsor page
- 2) Promotional Flyers and Posters
- 3) ATOL t-shirt as third tier sponsor

Dedicated Social Media Mention

Complimentary 10x10 booth space and table for your cook team

Cooking competition fee will be waived

You will also receive 10 wristbands for the event

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SPONSOR REGISTRATION FORM

Company Name: _____

Contact: _____ Phone: _____

Email: _____

ENTRY TYPE (CHECK ONE):

____ Presenting Sponsor (\$7,500)

____ Mardi Gras Sponsor (\$5,000)

____ Zydeco Sponsor (\$3,000)

____ Lagniappe Sponsor (\$2,000)

Cook Team? Yes/No _____

Cook Team? Yes/No _____

Cook Team? Yes/No _____

Cook Team? Yes/No _____

Will you be providing your own tent? Yes/No _____

METHOD OF PAYMENT:

Credit Card: Visa _____ MC _____ AMX _____ Discover _____

Name on Card _____

Card # _____

Exp. MO. _____ YR. _____ 3-Digit Security Code _____ Billing Zip Code _____

OR

Check:

Make check payable to: Lagniappe Foundation

Enclosed is my payment for \$ _____

Mail completed registration forms to:

Kenny Haynes
1600 Woodmere Drive
Birmingham, AL 35226

FOR MORE INFORMATION CONTACT: Kenny Haynes: 205-613-5337 or kdhaynes@haynes-haynes.com

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OCTOBER 5, 2019, 11 AM – 2 PM

HOOVER METROPOLITAN STADIUM, HOOVER, AL

COOK-OFF REGISTRATION FORM

DEADLINE IS September 24, 2019

Serve your favorite Louisiana food and compete for the title. A 10x10 space, one 8' table, a sign with your team name, and up to five wristbands will be provided. You may bring your own 10x10 tent or a tent can be provided for an additional \$100, if requested by September 13th. Read Guidelines & Rules for more information.

Will you be providing your own tent? Yes/No

Circle One: **AMATEUR**- \$100 **PROFESSIONAL**- \$250 **STUDENT**- \$50

Cookin' Krewe Name: _____

Contact Person: _____ Phone: _____

Email: _____

Address: _____

City _____ State _____ Zip _____

Our Cookin' Krewe will cook: _____

Krewe Captain _____ Email _____

Krewe Member _____ Email _____

Krewe Member _____ Email _____

Krewe Member _____ Email _____

Krewe Member _____ Email _____

METHOD OF PAYMENT: Credit Card/ Check

Credit Card: Visa _____ MC _____ AMX _____ Discover _____

Name on Card _____

Card # _____

Exp. MO. _____ YR. _____ 3 or 4 Digit Security Code _____

Billing Zip Code _____

Make check payable to: Lagniappe Foundation

Enclosed is my payment for \$ _____

Mail completed registration forms to:

Kenny Haynes

Lagniappe Foundation

1600 Woodmere Drive

Birmingham, AL 35226

I, _____, have read and understand the rules of the A Taste of Louisiana Food Cook-Off and my Cookin' Krewe will abide by the rules provided on the A Taste of Louisiana Cook-Off Rules page.

Signature _____ Date _____

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Thank you for participating in the *2019 A Taste of Louisiana Food Festival & Cook-Off*. Proceeds from this fun and tasty event will benefit the Lagniappe Foundation, funding pediatric cancer research through the Sid Strong Foundation and scholarships for local college students. It is open to professional and amateur "Cookin' Krewes." Following are the basic rules and guidelines.

GUIDELINES:

Check-in: Festival grounds open at 8:00 AM Saturday morning for all sponsors and delivery trucks. Due to limited space, no campers/trailers are allowed in cooking area. All vehicles may unload and then be moved to the designated parking area by 10:00 AM. ATOL committee members will be present to help sponsors get to their booth locations.

Decorations: Contestants are encouraged to decorate extensively and have lots of fun with the public. You may use any kind of family friendly Cajun, Mardi Gras or Louisiana themed decorations.

Food: Food will be served to the public from 11:00 AM to 2:00 PM or until you run out.

- * Food service gloves **MUST** be worn when handling and serving food
- * Food must be kept at a safe temperature (140 degrees or more for hot food and 39 degrees or less for cold food)
- * Contestant must prepare/cook in a sanitary manner
- * Contestants **MUST** provide all food
- * Cooking conditions subject to inspection by ATOL chairpersons and/or Health Department
- * No pets allowed in food prep/cooking areas
- * Please display a list of ingredients at your booth

Cooking Location: Contestants are encouraged, but not required to prepare food on site. However, food must be prepared by the entering sponsor.

Booth: Booth size is 10' x 10'. Promotional items may be handed out to festival goers. You are welcome to display any signs, banners, or ads within your space for your Team/Company. Contestants must bring their own equipment including chairs, tents, butane cookers, fire extinguishers, etc. Due to circuit limitations, do not anticipate that electricity will be available for contestants. Water will be available.

Awards: Awards presentations will begin at 1:30 pm. (see rules for judging details).

Clean-up: By the end of the Festival & Cook-off, you must clean up your booth site, and return site to its original condition. Dumpsters will be provided but please bring your own trash bags.

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RULES:

Please read the following rules thoroughly, sign the agreement clause on the **REGISTRATION FORM** and keep this page for your reference.

1. A Contestant consists of a single individual, or a team of no more than four individuals.
2. An entry may be an appetizer, soup/stew, entree or dessert. An entry is a single recipe. It is suggested that contestants prepare enough food for 600 people to sample your recipe. Serving samples should not exceed 2 oz. (1/2 of the tasting cup).
3. Contestants are responsible for supplying all of their own utensils, cooking pots, chairs and products relating to food preparation. Contestants must provide their own TENT, weights to anchor tents, cooking and storing equipment, and chairs. They are responsible for the assembly and disassembly of all items. Prepare for the possibility of inclement weather conditions such as rain or wind. ATOL can provide a tent for an additional \$100, if requested by October 13th.
4. ATOL will provide each team with the following: one 8' table, tasting cups, tasting spoons, napkins, water from faucet for cooking purposes and a ticket jar (People's Choice Award).
5. Judging will be based on Taste (15 points), Originality (10 points), Presentation (10 points), and Degree of Difficulty (10 points). The contest will be judged by a panel of 5 judges. Additional points awarded for decoration of cooking area (5 points) and will be used in case of a tie. All competing teams will provide 8 samples to the judging area by 11:30 am. Label samples with team name and booth number.
6. Cook-Off awards will be divided into 2 categories: an Amateur Division and a Professional Division (includes restaurants, caterers, those who cook for a living or sell to the public, etc.). An award will be provided for 1st place entrees in each division. At the beginning of the event, voting tickets will be given to attendees to cast their votes for People's Choice. Jars will be placed at each contestant's booth to collect voting tickets for the People's Choice Award.

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