



Fall Classic

September 10th, 2011

We would like to invite you participate in the 3rd Annual Chili and Wheels Fall Classic.

This one-day community event has become one of the area's most popular gatherings of businesses and organizations collaborating to provide community support AND generate both new business and exposure.

Last year alone more than 4,200 people came out to this FREE to the public, family friendly event. They sampled the free chili, looked at the cars, enjoyed the children's activities, and visited the booths and exhibits of local businesses, non-profits, charities and other community organizations.

Well-publicized events this year will also include live music, The Beer Garden, Armchair Quarter Back Challenge with NFL football, a raffle with great prizes and more. For details please refer to the FAQ sheet.



For more information, please visit www.ChiliNWheels.com, email cookoff@chilinwheels.com or contact Mark LaGris at FatDogg Productions (707) 217-5726.



The Chili Lowdown

What you need to know about the Chili Cook-off

- Event is a benefit for Fence at the Top (see attached sheet for more details)
- Anticipated attendance is approximately 5500+ (4300 people showed up last year)
- Event location: 555 Rohnert Park Expressway (theater parking lot)
- Event hours: 11am to 3pm. Please no early teardown during event
- Set-up time: 6am to 10am
- Booth spaces must be set-up and cars off the lot by no later than 10am
- Booth teams are responsible for clean-up of their space at the end of the cook-off
- We supply 10' by 10' space and one 6' table and 2 chairs for your team
- We recommend you bring a pop-up tent and any extra tables and chairs for your team
- Chili: 4 gallon minimum to be prepared at home and brought to the event
- All types of chili are accepted. Be creative, have fun!
- Please bring a propane stove or grill to keep chili warm
- We provide all chili tasting cups and spoons
- Chili will be judged in four categories: taste, consistency, aroma, and color
- Judging: a panel of eight judges in a blind taste test
- Each team will place a chili sample in the provided tasting cups. No toppings or sides
- Judging samples will be collected by volunteers on a random basis
- 1st, 2nd, and 3rd Place, Popular Vote and Best Booth winners will be awarded trophies at 3pm
- Chili Popular Vote: collect public votes at your booth (we provide bucket)
- Best Booth presentation: judged by a panel of four judges, based upon décor, attire, energy level and general overall fun
- Award photos will be taken for the website and post-event media purposes

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