

CHOW CHOW

AN ASHEVILLE CULINARY EVENT

Call for Proposals: Signature Events, Seminars & Workshops

December 15, 2019

Proposal Deadline: January 31, 2020

[Click here to propose a Signature Event, Seminar and/or Workshop \(Google Form\)](#)

Chow Chow, a non-profit 501C3 organization, is seeking proposals for seminars, workshops, and signature events for the 2020 festival, a multi-day immersive experience exploring the unique community of creative makers around the city's table—from growers and farmers to brewers and chefs to crafts people and artists. Scheduled September 10-13, 2020, the festival celebrates both the vibrancy of Asheville, NC's culinary scene as well as the many diverse hands that come together to create the colorful flavors of this corner of Southern Appalachia.

Farm dinners, tours and brunches, chef demonstrations, tastings and grand tastings, community yoga, seminars, live music, artists in action, hands-on activities and panel discussions will bring the festival to life amidst the beauty of the Blue Ridge Mountains.

For more information, please consider attending one of these community meetings for a chance to hear more about Chow Chow's mission and event opportunities, to provide feedback and to meet and mingle with fellow makers and community members.

- Tuesday, January 7, 2019 from 1-3PM at Beauty Academy (28 Broadway St.)
- Thursday, January 9, 2019 from 6-8pm at the Center for Craft (67 Broadway St.)

Applicants are encouraged to apply for one or more of the following event categories: Signature Events or Seminars and Workshops. Please read the entire Call for Proposals for details before you fill out the application form. The application form for [Signature Events, Seminars, and Workshops can be found here](#). If you are interested in more information about other events, such as the Grand Tasting or Makers Market, or would like to share other ideas that don't fit within the categories below, [please fill out this form](#).

Signature Events, Seminars & Workshops

Signature Events are 3-4 hour daytime and evening tours, dinners, and other immersive events that allow Chow Chow attendees to experience a deeper connection to the Asheville community. Each event is envisioned to showcase collaborations between makers, farmers, chefs, beverage professionals, ect. These events are designed for between 50-150 people, have tiered ticket pricing of \$75, \$100, \$125, and \$150 per ticket, and are located within a short driving distance from downtown Asheville. Chow Chow aims to invite and/or select 10 Signature Events in 2020 to take place on Friday and Saturday, in addition to the Opening and Closing Party.

Previous examples include:

- ***Brown in the South @ Chow Chow*** Exploring themes of identity and belonging through food is the impetus behind the collaborative Brown in the South supper series, which features a collective of acclaimed Southern chefs of Indian descent.
- ***Clay Bake*** A fascinating dinner experience shaped by North Carolina's deep pottery heritage. Learn how pots are made and try your hand at cooking in clay.
- ***Appalachian Soul Food: A Celebration of The Block*** Participants explore the area known as The Block, a once thriving business district for the African-American community, sit in on a short discussion about the culinary heritage of the block at the YMI Cultural Center, and finally, head to Benne on Eagle for a family-style meal.
- ***Forage + Feast*** Grab a basket and head out on a guided foraging tour with professional foragers, chefs, and beverage professionals. Gather seasonal delicacies and then take your harvest into the kitchen, collaborate with professionals, and enjoy a sophisticated meal featuring ingredients plucked fresh from the forest floor.

Seminars and Workshops offer experiential talks and tastings led by some of Asheville and Appalachia's most beloved chefs + makers. Ranging in price from \$25 or \$50 per ticket, these 1-2 hour events are for up to 25 participants and will be located at sites identified and designated by Chow Chow throughout downtown Asheville. Chow Chow aims to invite and/or select between 15-20 seminars to take place on Friday and Saturday. Each event should have a distinct take-away for each participant.

Previous examples include:

- ***The Life of an Apple Pie*** Learn about locally grown and milled grains, the historical significance of apples in Appalachia, and time-honored pie-making methods. Try your hand at mixing, rolling, lining, filling, and finishing.

- ***Set a Seasonal Table*** Join a local flower farmer at a hands-on workshop all about creating the sort of picture-perfect centerpieces that Instagram dreams are made of.
- ***History on the Rocks*** Embark on a spirited drinking tour of state history led by a legendary North Carolina bartender.
- ***Waste Not, Dye Au Naturel*** Learn to transform food waste collected from top Asheville restaurants into stunning natural dye. Make a unique hand-dyed tea towel to take home.

Signature Event, Seminars, and Workshop Goals

We strive to ensure each Signature Events, Seminar, and Workshop meets the following goals:

- Educational - will people walk away learning something about a maker, a product or a place?
- Meaningful - will this event shine a light on southern Appalachian and Asheville in a meaningful way? Will this event provide an immersive, hands-on, and participatory opportunities?
- Transformational - how will this event provide opportunities for attendees to learn and grow and make changes in their businesses, communities, etc.?

For more information about Chow Chow, please see the festival's Mission and Goals at the end of this document, or visit: <https://www.exploreasheville.com/chow-chow-culinary-festival/>

Proposal Timeline

Applications Open: December 2019

Deadline: January 31, 2020

Notification: March 1, 2020

Chow Chow: September 10-13, 2020

Eligibility

Proposals are welcome from all aspects of the regional, western North Carolina food

supply chain, including farmers, makers, mixologists, chefs, brewers, bakers, artists, potters, galleries, small-businesses, and non-profit organizations, among others.

Requirements

For Signature Events, Seminars, and Workshops, Chow Chow will provide logistics for set-up, av, rentals, food, beverage and service, within reason.

In return for Event Host's time and donations, Chow Chow will:

- Promote Event and Participant Talent as an official part of 2020 Chow Chow on website and in marketing materials
- Provide Participant Talent badges to access select events during Chow Chow

Seminar Event Hosts shall:

- Provide content for your seminar, including suggested participants and draft content for marketing materials.
- Source and provide materials and supplies needed for the demonstration or experience.
- Become point person to communicate with other event participants.
- Promote event to your best ability through your press, marketing and social networks. Become a champion for this event!
- Work closely with Chow Chow seminar manager to coordinate logistics

Signature Event Hosts shall:

- Provide content for your event, including suggested participants and draft content for marketing materials.
- Become point person to communicate with other event participants.
- Promote event to your best ability through your press, marketing and social networks. Become a champion for this event!
- Work closely with Chow Chow signature event manager to coordinate logistics.
- Assist Chow Chow will securing a Venue Sponsor for event. See below.

Venue Sponsors for Signature Events

Chow Chow is seeking venue sponsors for its Signature Events. Venue Sponsors are not responsible for rentals, food, service and drinks. If you are interested in becoming a venue sponsor, please contact: **Vanessa Salomo** at vanessa@westmorelandscully.com

Review Process

Proposals will be reviewed by Chow Chow staff on a rolling basis for completeness and evaluated by a dedicated task force of the Programming Committee, free of any conflict of interest, based on the following criteria:

- Feasible - Is project is feasible based on the timeline, expertise, and budget reflected in the application?
- Educational - will people walk away learning something about a maker, a product or a place?
- Meaningful - will this event shine a light on southern Appalachia and Asheville in a meaningful way?
- Transformational - will this event provide opportunities for attendees to learn and grow and make changes in their businesses, communities, etc.?
- Will the event advance the overall vision, mission, and goals of Chow Chow?

How to Apply

Deadline

The proposals must be submitted via Google Form no later than 11:59 pm EST on January 31, 2020.

Notification

Notification of the results will be sent via email no later than March 1, 2020. The email address listed on the application form will be used to send out notifications. Please be sure that it is a valid account that you check regularly.

How to Apply

Applicants must apply using [this online Google Form](#). Please review the sample application below before beginning your application. Please note there is a separate application for each event category.

All applicants should create a login to be able to partially complete the form and return to finish it at a later date. Before submitting your application, you will be directed to a confirmation page where you will be able to review your form and return to edit or delete your uploaded files as needed. Once you submit your application, you will not be able to access your form again. Applicants will receive a confirmation email once the application form has been successfully submitted.

Sample Application

This is only a sample application, all applications must be completed in SlideRoom.

Cover Sheet

1. Event Host Name(s), Title(s)
2. Event Host Organization(s)
3. Event Host Phone Number
4. Event Host Email Address
5. Please identify which category of event you are submitting a proposal for:
 - a. Signature Event
 - b. Seminar & Workshop
6. Event Title (up to 15 words)

7. Event Summary (no more than 50 words).

Application

1. Event Description (up to 350 words).
2. Please provide a list and short description of the proposed event participants. Indicate whether the participants are proposed or confirmed (up to 350 words).
3. Chow Chow aims for each event to be educational, meaningful, and transformation for the attendees - please describe how this event addresses these three criteria? (up to 250 words)
4. If you are applying for a signature event, where do you propose your event be held? What is the weather contingency plans if this is being held outside? Is this venue interested in being a Venue Sponsor (see details under CfP Requirements)? (100 words)
5. What else should we know about your proposed event? Please address any gaps, needs, or constraints that we should be aware of (250 words).
6. Optional: Provide image/s that compliment or add clarity to the proposal

FAQs

What is the final deadline for submitting my online application form?

Proposals must be submitted via Google Form no later than 11:59 pm EST on Friday, January 31, 2020.

May I mail a hard copy of my application materials?

No, hard copy submissions will not be accepted. The application must be completed and submitted through Google Form.

I just submitted my application but I want to return to it and make an edit. Is this possible?

No, once your application is submitted, you will not be able to return to the form or change any submitted information.

I have a question that wasn't answered. How can I reach Chow Chow?

If you have any further questions, please contact chowchowinfo@googlegroups.com.

ABOUT CHOW CHOW

MISSION

to create an event to celebrate and highlight Asheville's creative table through meaningful programming, immersive experiences and charitable programs that connect

people to the many hands, makers and diverse culinary collaborators who nourish, nurture and create in this vibrant corner of Appalachia.

WHY WE'RE DIFFERENT

As a 501(C3) non-profit, Chow Chow Asheville is founded by a group of community-committed volunteers who believe in the unique connections between makers of all kinds—particularly as they gather in celebration of our creative food culture in Southern Appalachia.

For more information about Chow Chow, please visit:

<https://www.exploreasheville.com/chow-chow-culinary-festival/>