

## Estes Park vs. Grand Lake Centennial Cook-Off

To celebrate the Rocky Mountain National Park Centennial by engaging guests across the park in each of the entrance communities, Visit Estes Park and the Grand Lake Chamber are conducting a restaurant challenge pitting the cooks and chefs of each destination against those in the other. The winning businesses and the ultimate winning destination will gain instant notoriety across the country. Or, at least will be featured in the destination marketing efforts of the hosting organizations. Please continue to read below to discover how you can get involved and reach centennial fame!

### Eligible Entrants:

Any restaurant, bar, eatery or snack shop located in Estes Park or Grand Lake that is willing to meet the requirements of the competition as described below.

### Entry Categories:

There are 5 spots available in each category for each destination (30 entries total). Up to 15 businesses will be included from each community; spots will be filled on a first-come basis with the goal of including 30 different businesses total, if possible. If space allows, restaurants may enter into more than one category. Please rank your desired categories on the entry form below. Note: second or third entries will be allowed after all participating businesses have received a first category.

- Main Course
- Drink or Cocktail
- Snack or Dessert

### How it will work:

Guests to Estes Park and Grand Lake will be able to print off or pick up an entry form from participating locations or each community's visitor center. Votes can also be cast via social media by posting a picture of an entry dish/drink with the entry's assigned hashtag (ex. #CentennialCookoff31). The paper ballots and supporting webpages will have a name, description and location information for each entry. If a guest tries every dish on the ballot and collects initials and secret code from their server at each establishment, they can enter their ballot for the chance to win a prize package including a \$100 gift certificate from a winning restaurant and a nationwide annual national parks pass!

Voting will be conducted from May 22<sup>nd</sup>, 2015 (Memorial Day Weekend Friday) to September 4<sup>th</sup>, 2015 (RMNP Centennial). A kick-off event will be held in Estes Park over Memorial Day Weekend. Winners will be announced over Labor Day Weekend, and an awards ceremony will be held as part of Constitution Days in Grand Lake on September 19th. Guests will have the opportunity to sample the winning dishes through the month of September.

The competition will be marketed by both Visit Estes Park and the Grand Lake Chamber online, in paid and organic promotion, as well as with the regional press at an invitation-only, centennial- themed press event and through general press relations, pitching, press releases, etc. We will also invite the media to attend the kick-off and award events that will book-end the competition.

## Centennial Cook-Off Entry Form

Completed form must be submitted to Visit Estes Park or the Grand Lake Chamber **no later than Friday, May 1, 2015.**

By submitting the this signed entry form I am committing to providing one or more special dishes to be consistently available and advertised (menu, table tent, etc.) in my establishment from May 22, 2015 to September 30, 2015 and to attend the kick-off event. I am also certifying that I have the authority to commit to this contest and the described requirements. I understand that if I win, I will be expected to provide a recipe of the winning dish, attend the awards ceremony and participate in related press relations efforts.

### Contact information:

Contact Name: \_\_\_\_\_

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

Contact Phone Number: \_\_\_\_\_

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

Business Website: \_\_\_\_\_

Business Physical Address: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Business Hours: \_\_\_\_\_

**Entry Categories:** (Please prioritize by entering a 1, 2 or 3 to indicate your 1<sup>st</sup> 2<sup>nd</sup> and 3<sup>rd</sup> choices. If you are not interested in a specific category, please leave that space blank.)

\_\_\_\_\_ Entrée or Main Course

\_\_\_\_\_ Cocktail or Drink

\_\_\_\_\_ Dessert or Snack

Maximum # of categories we would like to enter: \_\_\_\_\_

### Description of entry/s:

Entrée: \_\_\_\_\_

\_\_\_\_\_

Cocktail or drink: \_\_\_\_\_

\_\_\_\_\_

Dessert or snack: \_\_\_\_\_

\_\_\_\_\_

Description of restaurant/business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Brief bio on chef/cook: \_\_\_\_\_

\_\_\_\_\_

**Please include a digital photo of dish with your entry form or email it to your local organization no later than May 15, 2015.**

**Optional:** Would you like to participate in the Denver press event to promote RMNP centennial and this competition by providing a minimum of 50 items (packages food samples, coupons, promotional items, etc.) for the event on Wednesday, May 20? **Yes / No**

**Printed Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

The winner in each category will be presented an award to showcase in the business; will be included in the press release and press relations efforts surrounding the results; and will be featured on the Estes Park and Grand Lake websites and social media.

Please submit completed entry forms, photos and questions to your local organization contacts:

**Visit Estes Park**

Brooke Burnham

970-586-0500

[Bburnham@VisitEstesPark.com](mailto:Bburnham@VisitEstesPark.com)

**Grand Lake Area Chamber of Commerce**

Samantha Miller

970-627-6402 x.202

[Samantha@GrandLakeChamber.com](mailto:Samantha@GrandLakeChamber.com)