

Salsa Festival 2011

Saturday Sept 24, 2011

Produced by the Redwood City Parks, Recreation and Community Services Department
Salsa Tasting Competition

GENERAL INFO

The event is a celebration everything Salsa! Dancing, Food and Music. The event is free and open to the public. The event takes place on Courthouse Square and the surrounding streets in Downtown Redwood City. Telemundo and La Raza are the media partners for this event. An estimated 15k people will be in attendance.

The salsa tasting competition pits up to 20 professional and amateur groups against each other for best salsa. All salsa is made on site the day of, and contestants can enter either of the 2 categories; best mild or hot. Additionally, the public votes on the "People's Choice" favorite for the competition. One final prize is given for best decorated booth.

Prizes

- Plaques will be awarded in the categories of Hot, Mild and Best Decorated Booth.
- People's Choice will receive a plaque and a prize of \$500.
- Salsa will be judged by a panel of judges in the categories selected on the application: Hot or Mild. Salsa will be judged based on aroma, consistency, color, appropriate heat level, taste and after-taste. This panel will also judge each team booth for Best Decorated.

SCHEDULE & LOCATION

- Festival will take place in and around Courthouse Square in Downtown Redwood City
- 12 p.m. to 8 p.m. Festival

SETUP & BREAKDOWN

- Pre-meeting starts at 8am. Contestants will be briefed on all rules and other issues. All contestants must be present.
- Salsa preparation starts at 9am.
- Event area is open to the public at 12 noon.
- Breakdown begins at 5:00 p.m.
- Winners announced at 6p.m. from Main Stage
- No early departures.

BOOTH PROVISIONS

- 10' x 10' food tent
- One 8' table, 2 chairs
- Water and individual trash cans will not be provided.

RESPONSIBILITY

The City of Redwood City, assumes no responsibility for any loss, damage, injury or claim arising out of the participants' acts or omissions, the applicant hereby agrees to hold the City of Redwood City harmless from any claim arising out of the applicant's entry, acts, or omissions in said festival or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs.

OPERATIONS

- The committee will make all placement decisions for vendors for the good of the festival.
- There are no sales of any kind allowed from the Salsa Tasting Competition booths. A separate area is available for that.
- Competitors must make 6 gallons of salsa.

BOOTH RESPONSIBILITIES

- All safety and fire regulations must be observed.
- Each vendor is responsible for the condition of their space during and after the event. Keep things clean and tidy.

APPLICATION INFORMATION

WHAT TO INCLUDE:

- **Completely filled out application. Incomplete applications will not be considered**
- Payment in full via credit card, check, money order, or cashiers check.
Applications will not be considered unless payment is included.

ACCEPTANCE/SPACE ASSIGNMENT

- Display space location will be first come, first served per the **postmark/time stamp** on the application.
- Space assignments and package with directions, Festival rules and regulations, etc., will be emailed one week prior to the event.
- If you have not been accepted into the festival, your payment will be returned with your non-acceptance letter.

WHERE TO RETURN:

FAX- 650-368-5087

Email- Lwilder@redwoodcity.org

Mail-

Salsa Festival 2011

Redwood City Parks and Recreation Department
1400 Roosevelt Ave Redwood City, CA 94061

BOOTH FEES & DEADLINE

Display Space—10' x 10'

FEE: \$50 amateur

\$75 professional

There will be NO REFUNDS.

Deadline: Aug 26th or when all spaces are full.

Please make check/cashier's check/money order payable to: City of Redwood City

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Name of Team _____

Type of Business _____ PROFESSIONAL _____ OR _____ AMATEUR _____

Applicant's Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

Email address _____

1. Festival attendees will be able to purchase a tasting kit in order to cast their vote for the "People's Choice Award". No sales to attendees without tasting kits.
2. Contestants should make at least 6 gallons of salsa (last year, there were at least 1,000 – 2 ounce tasting kits sold)
3. Contestants must bring all equipment necessary for making their salsa.
4. The Salsa, including prep work, must be done on-site at the event, including washing of ingredients. Canned ingredients are acceptable including tomatoes, tomato sauce, chilies, onions, garlic, salt, lime, and various spices, however all ingredients must be mixed together on-site. Pre-made or pre-mixed salsa will be disqualified from the competition.
5. You must bring your own ice chests, etc. to refrigerate your salsa.

Circle one option from each question below-

Total Fees: Pro- \$75 or Amateur \$50 Do you require electricity? YES / NO

CATEGORY- MILD HOT

Shirt Size S ___ M ___ L ___ XL ___ (select 2)

Credit Card Info- _____ - _____ - _____ - _____ Exp- ____/____

Please make checks payable to "City of Redwood City"

Would you like to display posters and flyers at your business? _____

NO REFUNDS unless not accepted as a vendor.

I have read the attached information and agree to the rules & regulations stated. The City of Redwood City, assumes no responsibility for any loss, damage, injury or claim arising out of the participants' acts or omissions, the applicant hereby agrees to hold the City of Redwood City harmless from any claim arising out of the applicant's entry, acts, or omissions in said festival or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs.

Name (please print): _____

Authorized Signature: _____ **Date:** _____