

IMPORTANT INFO THAT YOU'LL WANT TO KNOW : There will be a limit of only 5 Rib Cook-Off participants.

All contest participants should promote the SunTrust Big Lick Blues Festival by displaying posters in their place of business, distributing BLB postcards, adding the information to pertinent monthly bulletins, and by posting the BLB event logo and website link on your website. EZ will also place the 5 contestant's logos with website link to their website.

All participants **MUST** provide a copy of **CERTIFICATE OF LIABILITY INSURANCE** naming EventZone as additional insured. **This must be included with your application. No exceptions.**

Your group is required to provide your own tent, tables, extension cords, utensils, grills, water hose and event set-up supplies. Ice will not be available for purchase on-site. Therefore you should bring in coolers of ice as necessary.

Racks of ribs are available for purchase through the sponsor of the contest, US Foods. Please call Jim Guthrie, 540/375.8730 for more information and to place your order. The competition is for PORK ribs only; country style ribs are allowed.

The event will be held in Elmwood Park. In the event of inclement weather, the event will be moved to the Roanoke Civic Center's Special Events Center. The cook-off portion of the event will still take place. An announcement to move the event indoors will be made no later than 3pm on Friday, October 1st.

The event begins at 2pm (music 3pm) and ends at 9pm. You may arrive in the park by 7am to set up and begin cooking and be ready to serve by 2pm. The Health Department will arrive for inspection before serving time.



2010 Food Vendor Application



Don't miss the 4th Annual Big Lick Blues Festival!

Saturday, October 2nd
2-9PM

Elmwood Park
Downtown Roanoke, VA

www.EventZone.org

How can you participate?

- **Be a food vendor**

There will be a limited number of food vendors, and duplicate menus will be kept to a minimum.

- **Compete in the US Foods Rib Cook-Off and People's Choice Competition**

Last year the winners of the US Foods Competition were Martin's Downtown Bar & Grill, Blue 5 and Blues BBQ and Grill. There are two categories; one for sauced and one for dry. The People's Choice Competition is a new way to engage our guests! **Do you want to be a winner?** There are cash prizes totaling \$825, the "now famous" Pig trophies, plaques . . .and the recognition that goes with it all. And of course, you can sell the ribs as well!

Complete this application and return as soon as possible. Applications will be accepted on a first come first served basis, with invitations being first extended to last year's participants.

Again, just for fun, we will have the Martin's "Rib Eating Contest!" Do you know someone who can do some eatin' ?

The 2010 SunTrust Big Lick Blues Festival will again highlight world-class entertainment. This year's headliners are 4 time Grammy winner Jimmie Vaughan and Lou Ann Barton. In addition the winner of the Blue Ridge Blues Society Competition will perform. Patrons will be able to enjoy great cuisine and a fun atmosphere while world-class entertainers put on a high-energy show. EventZone again welcomes the US Foods Rib Cook-off Competition and Martin's Downtown Rib Eating Contest.

HOW WILL THE RIB COOK-OFF WORK? The competition will be judged by a new crop of selected "rib aficionados". The ribs will be blind tasted and judged on an equal scale of 1 – 10 for *Taste, Tenderness and Presentation*. **The People's Choice Rib Cook Off** will encourage our guests to participate in the competition as well as to buy more ribs from you! To participate, vendors must offer a \$2 (sauce) "People's Choice Rib Sampler", guests will then cast their ballots for their favorite ribs! The awards ceremony, and the Martin's Rib Eating Contest will take place around 5-6pm. If you win, you will be given your cash prize, pig trophy, and a plaque to display at your booth and in your business afterwards!

The application deadline is **Friday, August 27th**, which means all forms, payments, and Health Dept. forms **must be completed and turned in** by this date.

You MUST get your forms in on time to participate, NO EXCEPTIONS!

PRIZES:

1st Place Dry Rub	\$200 cash , pig trophy & plaque
2nd Place Dry Rub	\$75 cash , pig trophy & plaque
1st Place Sauced	\$200 cash , pig trophy & plaque
2nd Place Sauced	\$75 cash , pig trophy & plaque
1st Place People's Choice	\$200 cash , pig trophy & plaque
2nd Place People's Choice	\$75 cash , pig trophy & plaque



FEES: 10 ft. frontage X15 ft depth—\$250, add \$25 for each additional 5 ft. of frontage. For an additional **\$50** fee, you may participate in the US Foods Rib Cook-Off. Each contestant will receive 6 free BLB Festival passes for staff, friends and family- **Value of \$156.00**

Business name _____ **Contact person** _____

Complete Address _____

Cell Phone: _____ **Work Phone:** _____ **Email:** _____

List all items you wish to sell: _____

Circle your choices on how you want to participate:
 Food Vendor 10'x15' \$250, each additional 5' add \$25, Rib Cook-off \$50 **Total: \$** _____

EventZone has exclusive rights to sell all soft drinks and bottled water. You may only sell iced tea or lemonade. Only Food items approved in advance will be allowed.

What size booth space do you need? _____ Do you need electricity? YES NO
 If yes: _____ Amps? _____ Volts? No additional fee for this.

Make checks payable to EventZone: 115 Day Ave. Roanoke, VA 24016;
Questions?? Email sarah@eventzone.org or call 540-342-2640 x247