

4th Annual FORMAL AFFAIR Presents

CHATTANOOGA'S CAKE ACE CONTEST

Sunday, February 19, 2012

1:00 – 5:30 pm | Chattanooga Trade & Convention Center

Think you have what it takes to become Chattanooga's Cake Ace?

The second annual Chattanooga Cake Ace contest will be held during Formal Affair, on Sunday, February 19, 2012.

Contest Rules:

- Must be a 2012 Formal Affair vendor to participate
- Must submit groom's cake with a sports/hobby theme
- Must possess & submit a copy of your Tennessee or Georgia business license
- Must operate from a health-inspected facility & submit a copy of your current health inspection certificate
- Contestants' entries will be scored on use of theme, creativity, difficulty of technique and taste
- Display cake does not need to be edible however; all entries MUST be able to be reproduced in real cake (judges will take this into consideration in their scoring)
- Contestants' must provide a 6-inch round of the same cake for judges to sample
- At least one of the cake samples served from your booth must be the same as the one submitted for judging

Each cake will be lit and displayed on a 48" round table with a black tablecloth to the floor. Table and linens will be provided by the Chattanooga Times Free Press. Signage for each cake will also be provided by the Chattanooga Times Free Press.

Winner of the contest will be awarded a First Place plaque, bragging rights as Chattanooga's Cake Ace, a ½ page, full-color ad in the Times Free Press, and a FREE 10 x 10 vendor booth at the 2013 Formal Affair.

The runner up will be awarded an Honorable Mention plaque, bragging rights, and a 1/4 page, full-color ad in the Times Free Press announcing their achievement.

All attendees will be asked to vote for the People's Choice Award. A plaque will be awarded to this winner as well.

All participants for the February 19th Chattanooga Cake Ace competition will also receive a VIP pass for a Meet & Greet with DC Cupcakes, our special celebrity guest at the August 30th Formal Affair Enchanted Evening. An autograph and photo opportunity is included.

Deadline to enter the contest is February 10, 2012. After this date, participation cannot be guaranteed. Fill out the registration form completely and submit to Angela Doggett to confirm your participation.

Contact Angela Doggett by phone at 423-757-6479, or by email adoggett@timesfreepress.com for details.

We look forward to hearing from you soon!

Check out the Formal Affair website at www.timesfreepress.com/formalaffair

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REGISTRATION FORM

Vendor Business Name _____

Contact Name _____

Business Mailing Address _____

Business Phone _____

Email _____

Website Address _____

Business License # _____

(Must submit a copy of your Business License and most recent Health Inspection Certificate)

County & State of Registration _____

State Sales & Use Tax# _____

Groom's Cake "Theme" _____

I have read and understand the rules and guidelines for Chattanooga's Cake Ace Contest (printed on side 2). By signing this form, I am confirming my participation.

Signature _____ Date _____

Print Name _____

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