



The Newtown Chamber of Commerce presents
The 6th Annual Martini Madness Tasting & Competition

Thursday, May 2, 2019 • 6:00 – 9:00 PM
Newtown Country Club
2 Country Club Road, Newtown

MIXOLOGIST PACKAGE

You are invited to participate in the 6th Annual Martini Madness as an Official Mixologist. Your participation is a great asset to the success of this event. As such, we have put together this information to help you maximize your investment. As a mixologist, you will be required to provide samples of your signature cocktail which attendees will taste and vote on their top favorites. At the end of the night, the cocktail with the most votes will win a special prize and bragging rights for the best cocktail in the area!

We are expecting attendance to be between 175 - 200 people. Please prepare enough of your cocktail to hand out in 1 ounce samples. We will provide tasting cups and cocktail napkins. As part of your participation in the event, your sponsorship benefits include:

- One table and 2 chairs
- Press coverage in local media
- Special mention in all marketing materials, including blog post introducing your participation as well as a mixologist bio/photo on website with a link to your website.
- Signage and exposure at the event

FOOD: You are encouraged to offer a food item at your table to pair with your cocktail. This will not only attract guests to your table, but it will add to the experience!

****Please provide us with the following information on the cocktail you plan to prepare.****

Restaurant Name: _____ **Phone:** _____

Contact: _____ **Email:** _____

Cocktail Name (BE CREATIVE!) _____

Ingredients: _____

Food Item (optional): _____

Ingredients: _____

Thank you for your support of The Newtown Chamber of Commerce.

Name of Chamber representative soliciting sponsorship: _____

Submit by: Email: julie@eFriendMarketing.com | Mail: 45 Main Street, Newtown 06470

Julie Davis Friend
203-684-5020
Julie@eFriendmarketing.com

Judith Miller
203-313-3731
jmiller@manziins.com



COMPETITION RULES

1. The Competition is open to any restaurant who currently holds a valid liquor license in the State of Connecticut.
2. Each restaurant must use the official entry form.
3. All cocktail recipes shall be original creations.
4. All ingredients utilized should be expected to be available to most bars and or easily acquired or made.
5. Cocktails will be judged only on taste, creativity, and presentation.
6. Each restaurant will be provided one table for preparation and distribution. You must set up your table between 3:00 – 5:00 PM on Thursday, May 2nd at Newtown Country Club. The Health Inspector will be onsite at 5:00 p.m. - 6:00 p.m.
7. You are encouraged as a team to decorate your table and dress your theme. Colors for the event are black & white and a dark blue accent color.
8. Winning recipes with photos will be featured on all local and state-wide media outlets and the Chamber's marketing materials.
9. You will be responsible for all ingredients and equipment needed to prepare your cocktail. If power is required, make sure to bring an extension cord. We will provide you with 1 oz. tasting cups to distribute your cocktail to guests. In addition, please bring:

Garbage Bags / Cocktail Napkins / Plates and/or Utensils for Your Appetizers

10. Guests who are participating in the tasting will be wearing a bright colored wristband. DO NOT serve anyone who is not wearing a wristband.
11. This event is 21+ ONLY. There are no exceptions.
12. You will be responsible for providing your recipe by April 4th. Otherwise you will be disqualified
13. You may not change your recipe after April 4th.
14. Your team will be responsible for providing 1 oz martini samples to all attendees as well as invited judges.

(Attendance numbers provided to you 3 days prior to the event, but we are expecting between 175 - 200 people.)



EVENT SUGGESTIONS

1. Hand out a special drink or appetizer coupon to give to attendees that is trackable as coming from the Martini Madness event. These can be used for a future visit use at your location. We will be designing a Martini Madness Passport for guests to get stamped when they receive the token or coupon to ensure they will only receive 1 coupon from each participating restaurant.
2. We are planning a raffle this year, and ask each Competitor to provide a gift card or certificate to your restaurant valued at \$100. A Distributor may provide spirits, wine etc. in lieu of a card.
3. Reserve space on your table for a sign provided by the Chamber with your Venue Name and Drink Name for guests.
4. To maximize the event we use both inside and outside locations at Newtown Country. Bring a coat or layers to add in the event that you are one of the outside vendors.
5. Newtown Country Club will be supplying the location for the venue as well as tables and chairs. Competitors must ensure that they provide everything at their tables, including extension cords/ power strips, decor and iced.
6. Feel free to reach out to the organizers in the time running up to, and during the event with any questions you may have. Event Contacts are:

Julie Davis Friend
203-684-5020
Julie@eFriendmarketing.com

Judith Miller
203-313-3731
jmiller@manziins.com

If there is any way we can assist you, please let us know.
We are here to ensure that our Competitors have fun as well as our guests.

Please make sure to email Julie a pdf, png, jpeg, .eps file 300 DPI or higher
We will be designing printed materials, so having a high resolution of your logo is most appreciated.