

SOUPFEST! -16-

STIRRING UP SUPPORT FOR YOUTH-AT-RISK

YOU'RE INVITED TO PARTICIPATE!

WHO:

Living Rock Ministries
30 Wilson Street, Hamilton, ON L8R 1C5
(905) 528-ROCK (7625)
Registered Charity: 88345 8812 RR0001
www.livingrock.ca

Contact:

Julie Conway, ext. 250, julie@livingrock.ca

WHAT:

Soupfest is an annual community celebration that showcases soup from more than 25 local restaurants and also features live entertainment, toonie raffle, celebrity servers and a youth art display. Restaurants compete for the titles of: Foodies's Choice, Best Soup, Most Creative Soup, Heart Smart and Best Display. Soupfest is an exciting community celebration that averages 5,000 attendees at this one-day event.

WHEN:

Load-in Day: Tuesday February 20th, 2018
12:00 pm – 8:00 pm

Event Day: Wednesday February 21st, 2018
11:30 am – 8:30 pm

WHERE:

Hamilton Convention Centre by Carmen's
1 Summers Lane, Hamilton, ON

WHY:

Soupfest is the major annual fundraiser for Living Rock Ministries, a non-profit youth resource center in Hamilton. Located downtown, Living Rock has been supporting youth-at-risk and street-involved youth since 1985. The funds raised through Soupfest are directed to programs, services and resources offered to youth in need. Living Rock offers a place of belonging, safety, and a bridge to the community while supporting youth-at-risk to develop a personal vision for their lives. In 2016, there were more than 32,000 youth visits to the Rock.

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FREQUENTLY ASKED QUESTIONS

What does it cost to enter Soupfest?

There is no fee to register for Soupfest but there are associated costs including, soup, labor, two \$25 gift certificates and rental equipment (if needed).

How much soup do I need?

We recommend 200 L at minimum but past winners and participants may have a higher demand. Please note: restaurants are disqualified from the competition if they run out of soup before the end of day.

What are the prize categories?

There are four categories that are voted on by the public: Best Display, Most Creative Soup, Heart Smart and Best Soup. Local foodies, through blind taste, determine the winner of the fifth award, Foodie's Choice.

Do I get a tax receipt?

Your Soupfest entry is considered a donation to Living Rock; therefore all of your soup ingredients are eligible for tax receipt purposes.

What supplies will I need?

Stock pots and portable cooker to heat soup, chaffing dish or urn to keep soup at temp, hand washing station, thermometer, fire extinguisher, decorations/signage for 10ft x 10ft booth, tablecloths for two 8ft tables, and marketing material if desired.

What does Living Rock provide?

Living Rock will supply bread, butter, bowls, spoons, napkins, cup holders, two 8ft tables (but not table clothes), rental equipment, celebrity servers, volunteer support, and a participation plaque.

How many staff members will need to be there?

At least one staff member must be present at all times to supervise your booth. Celebrity servers and volunteers are available to provide support.

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When do I set up my booth?

Restaurants will have access to the loading dock the day before the event to load in decorations, soup and supplies. We recommend setting up your display the day before Soupfest as the morning of the event will be very busy with health board inspections and soup heating.

Where is the soup stored?

Soup refrigeration is provided on site and volunteer runners will replenish your booth as needed. Please clearly mark your food grade Soup containers with permanent markers.

What's in it for my restaurant?

Soupfest is an amazing PR opportunity with reasonable costs and a relatively high return. Leading up to the event each participating restaurant is featured in event promotion, including printed material (posters, postcards) and local media coverage (Hamilton Spectator, radio, CHCH, Cable 14). On the day of Soupfest more than 5,000 people will be exposed to your logo, food and staff. You will have plenteous opportunities to promote your restaurant and distribute marketing material if desired.

In addition to realizing this is a great PR and advertising opportunity for your restaurant it also supports youth-at-risk in our community. Proceeds from this event support meals, crisis support as well as life skill and employment training.



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CHECKLIST

To reserve your spot at the 16th Annual Soupfest please ensure the following items are submitted by:

Item	Due Date	<input type="checkbox"/>
Participant Agreement Form	Dec 1/17	<input type="checkbox"/>
Two \$25 Gift Certificates	Dec 16/17	<input type="checkbox"/>
Equipment Rental Form (even if rentals aren't required) and payment	Jan 23/18	<input type="checkbox"/>
City of Hamilton Public Health Services Form	Jan 23.18	<input type="checkbox"/>

PRO-TIPS

- ✓ **Presentation of your booth is really important.** Participants have tough decisions to make. Whose soup will they try? That depends on who draws their attention.
- ✓ Do I really need to make a minimum of 200 liters? Yes. We have had restaurants run out every year. If you do have left overs at the end of the event, use social media to let the community know that they can still try your featured soup in your restaurant. You may also donate to Living Rock.
- ✓ Use social media to get people to your booth. Let the community know that you are supporting youth-at-risk through your participation in this event.
- ✓ Hand out coupons or promos at your booth to maximize this advertising opportunity for your restaurant.

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PARTICIPANT AGREEMENT FORM

Complete Restaurant Name

Contact Person and Position

Address

Email

Phone

Please ensure the restaurant name you provided is the complete title you would like to appear on all promotional material.

By signing below you are committing to making the 16th Annual Soupfest a success by providing the following: minimum 200 L of soup, hand washing station, fire extinguisher, thermometer, two \$25 gift certificates, and decorations, signage and tablecloths for two 8ft tables. We strongly encourage restaurants to submit their soup type as soon as possible, as there will be a maximum of two of a similar kind allowed, on a first come-first serve basis.

Thank you for agreeing to be part of the 16th Annual Soupfest for Living Rock Ministries, an event to stir up support for youth-at-risk.

Signature

Date

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EQUIPMENT RENTAL FORM

Restaurant Name

Item	Price	Quantity	Total
Butane Cooker	\$28		
Butane Cartridge (approx. 3 hours)	\$5		
60 quart Stock Pot	\$23		
Floor Length Black table cloth for 8 ft/each	\$28		
Chaffing Dish	\$34		
Chaffing Fuel (approx. 2 hours)	\$1.50		
Pipe & Drape (10ft wide x 8ft high back, 6ft long x 3ft high sides)	\$45		
Electricity Connection (1500W, 12A, 120V)	\$150		
Total (tax included)			

Signature

Date

***** Living Rock does not benefit from rentals in any way. We offer this support for those who might appreciate delegating this area of preparation for the event.**

***** If you plan to use electricity you must purchase through Strongco as they run electricity for the event. Plugging in to a wall without going through Strongco will cause the power to trip for everyone. Although Living Rock pays \$11,500 for venue it does not include electricity. We can help you plan to serve hot soup without electricity.**