

MAC OFF

2018 Restaurant Packet

Saturday, December 1st, 2018

www.charlestonmacoff.com





Crowning the Best Mac & Cheese

No other food combines love, effort and Southern roots like mac & cheese. This melt in your mouth mainstay is a classic that is served as a side dish, a pasta entree, a casserole, fried appetizer or even dessert on many Charleston menus. So we have created an event that gives tribute to our love of this versatile cheese dish we are seeking to crown the best of the best.

BACKGROUND

Currently in its 9th year, the goal of The Mac Off is to offer Charlestonians an affordable, family-friendly cuisine focused event that allows them the chance to enjoy Charleston in the fall with great comfort food, live music, beer, wine and other fun activities.

As a restaurant owner himself, the creator of The Mac Off wanted to create an event where local restaurants can promote themselves and their cuisine with a little bit of friendly competition.

Winners of past Mac Off competitions have used their success as a bragging opportunity and some have even received national recognition for their mac & cheese.

2018

CHARLESTON MAC OFF

Saturday, December 1st

11 AM - 4 PM

The Citadel Stadium

Attendance: We are expecting around 5,000 attendees this year.

Awards:

Best Mac & Cheese: People's Choice

Best Mac & Cheese: Critic's Choice

Restaurants:

We are expecting 20 restaurants to compete this year.

This year's event will also feature live music, entertainment, kid's activities, live demonstrations and additional vendors!



PRESS MENTIONS & ACCOLADES

- 10 print ads (Post and Courier, Charleston City Paper)
- Digital promotion across Charleston platforms & mediums
- 1 billboard on I-26
- Commercials on local radio stations
- 500 posters distributed throughout the greater Charleston area
- Over 50 press mentions in various publications
- TV appearance/interview(s)
- Over 2,000 views of the Mac Off Recap video on YouTube
- Over 840,000 impressions combined from Facebook and Twitter
- Internal promotional emails sent to a list of over 10,000 locals and event goers



Restaurant Details

- There is a \$400.00 entry fee for the MAC OFF competition. A completed vendor form (attached), fee and current retail tax license information, and DHEC certification needs to be provided to the event coordinators to secure your spot.
- Participants are responsible for all equipment used including portion cups and serving utensils for a minimum of 3,000 samples. ** We are trying to get a sponsor for these materials, restaurants will be updated if sponsorship is obtained **
- 20 participating restaurants will compete for 2 titles: **Best Mac & Cheese: People's Choice** and **Best Mac & Cheese: Critics Choice**. Text to vote determines People's Choice.
- Each participant will have a 10x10 space and (2) 8 ft tables. The Charleston Mac Off will provide your tent and tables.
- Guests purchase Mac and Cheese from booths for \$2.00 per sample. Competitors are required to keep a bank and to be able to make change at the event.
- Restaurants will need to provide about 3,000 ~ 3oz portions of mac & cheese for guests to sample.
- Participating restaurants are encouraged to get creative in making what they think is the "Best Macaroni and Cheese in Charleston!"
- All beverages will be provided by The Charleston Mac Off. Restaurants are not allowed to provide or sell beverages at this event.
- All restaurants must provide a copy of DHEC certification and SCDOR retail license number.



Benefits of Participation

- The Charleston Mac Off will provide (2) 8ft tables and a 10x10 tent. We encourage you to dress your space up.
- Incredible marketing opportunity, fun event, **and you keep 100% of your sales.**
- Each restaurant will receive 10 free admission tickets to the event.
- Your name and restaurant will be featured in applicable press kit materials sent out to local, regional, and national print, radio and broadcast media.
- Your name and restaurant will be featured on applicable advertising materials: promotional pieces, posters, print ads, and you may be invited to on-air interviews.
- Name and restaurant will be featured on our website, Facebook, and all other social media pages.
- Winner of the 2018 Mac Off will have a feature story released to all major media outlets
- A trophy will be given to the winner of each competition category.





RESTAURANT CONTRACT

Restaurant Name

Contact Name

Address

City, State Zip Code

Phone

Email

Have you participated in the Mac Off before? YES / NO

Retail License Number

Mac & Cheese Description:

PAYMENT (please circle choice)

- Check (payable to A Snappy Event)
- Credit Card (send online invoice to email given)
- Credit Card (complete credit card authorization form attached)

Please return the completed form with payment to:

A Snappy Event, Attn: CHS Mac Off,
2618 Colonel Harrison Drive, Johns Island, SC 29455
or email to marketing@asnappyevent.com

ONE TIME CREDIT CARD PAYMENT AUTHORIZATION FORM

Sign and complete this form to authorize A Snappy Event to make a one time debit to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize A Snappy Event to charge my credit card
(full name)
account indicated below for the amount of _____ on or after _____
(amount) (date)

This payment is for _____
(description of goods/services)

Billing Address

Phone # _____

City, State, Zip _____

Email _____

Cardholder Name

Account Number

Expiration _____ CVV _____

Circle: Visa MasterCard Discover Amex

SIGNATURE _____

DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.