



Greetings,

The **10th Annual Sacramento Chef Challenge** will be held on Saturday, June 23, 2011 from 4pm-9pm and we would be honored in you would join us as a featured vendor.

The event features a live culinary competition between three professional chefs and an exclusive food, wine and beer show! Our event committee is searching for a limited number of restaurants, caterers, retail food establishments, wineries and breweries to host event booths at the show.

The Sacramento Chef Challenge is a great way to promote your business to a wide variety of people while supporting the local community, because 100% of proceeds from the event go to INALLIANCE, a nonprofit organization that provides work and life skills training to people with developmental disabilities.

If you have worked with us before, we have some exciting changes to share with you. If you are new to the event, then you are in for a real treat. We are pleased to announce:

- **Name Change:** For the past nine years we have been known as the Celebrity Chef Challenge, but in celebrating our tenth anniversary of the event, we are eager to promote our region and have renamed the event the Sacramento Chef Challenge.
- **New Venue:** We will be hosting the event outside at the INALLIANCE main campus located at 6950 21st Ave, Sacramento, CA 95820.
- **More Vendor Awards:** The people's choice award has been so popular that we will be adding in additional vendor awards for favorite restaurant/caterer, favorite winery, favorite brewery and more!
- **Reduced Ticket Price:** We have slashed our ticket prices in half. Tickets are now \$25 each.
- **LIVE Music!**

To confirm participation please complete the accompanying form or contact me directly at 916-381-1300 x170 or jbean@inallianceinc.com. Thank you in advance for your support of INALLIANCE; I look forward to working with you on this exciting event!

Bon Appétit,

A handwritten signature in black ink, appearing to read "J Bean". The signature is fluid and cursive, with a long horizontal flourish at the end.

Jessica Bean
Event Director



sacramento
CHEF CHALLENGE
by INALLIANCE

VENDOR PARTICIPATION FORM

INSTRUCTIONS

Thank you for joining us as a featured vendor.

Please email/fax/mail this completed for to:

INALLIANCE

Attention: Jessica Bean

6950 21st Ave, Sacramento, CA 95820

Fax: 916-381-9026

Email: jbean@inallianceinc.com

DEADLINES FOR RECOGNITION

Newsletter: January 20, 2012

Print Ads: February 24, 2012

Direct Mailer: March 30, 2012

Website: May 31, 2012

Program: June 8, 2012

INFORMATION

Organization _____

Contact _____

Address _____

City/St/Zip _____

Phone _____ Fax _____

Email _____

Website _____

Raffle/Auction Donation _____

_____ **Yes, I would like to include inserts in the guest Gift Bags.** _____ **No Thanks**

Inserts (coupons, flyers, postcards, business cards, promotional items) are due by Monday, June 4, 2012, and can be mailed or delivered to 6950 21st Ave, Sacramento, CA 95820 (M-F 8am-5pm)

QUESTIONS

If you have questions contact Jessica Bean at jbean@inallianceinc.com or call 916-381-1300 x170

The logo for the Sacramento Chef Challenge features a stylized chef's hat icon above the word "sacramento" in a grey, lowercase sans-serif font. Below "sacramento", the words "CHEF CHALLENGE" are written in a large, bold, sans-serif font. "CHEF" is in black, and "CHALLENGE" is in red. A horizontal line runs across the bottom of the text, with "by INALLIANCE" written in a smaller, black, sans-serif font to the right of the line.

sacramento CHEF CHALLENGE

by INALLIANCE

VENDOR INFORMATION SHEET

As a featured vendor you will receive:

- 10'x10' outdoor event booth with 8' rectangular display table, white linen (if needed)
- Active link from event website to your website
- Recognition in event program
- Inclusion in event marketing materials (depending on application submission date and deadlines)
- "Gift Bag" insert opportunity (materials provided by vendor)
- Positive exposure to 800+ guests, media reps and more
- Two specialty event wine glasses

In return we ask that you:

- Provide samples of a food, wine or beer of your choice (free of charge) for guests
- Provide staff to run your event booth- two person max (Additional reps \$10 each)
- Decorate your event booth to promote your products
- Provide marketing materials to distribute to guests
- Provide an item, basket, gift certificate to be used in our raffle (not required, but highly encouraged)
- **Provide a tent or shade source for your booth.** The event is being held outside.

Deadlines for Recognition:

Newsletter:	January 20, 2012
Print Ads:	February 24, 2012
Direct Mailer:	March 30, 2012
Website:	May 31, 2012
Program:	June 8, 2012

Event Schedule:

12:00 pm-3:45 pm	Vendor Set-up
4:00 pm	Doors Open
4:30 pm	Chef Challenge Begins
7:00 pm	Guest Voting Begins
9:00 pm	Event Concludes

Location:

INALLIANCE
Sacramento Campus
6950 21st Ave
Sacramento, CA 95820

Contact:

Jessica Bean
916-381-1300 x170
jbean@inallianceinc.com

To learn more about the Sacramento Chef Challenge and see photos, please visit www.chefevent.com