



Restaurant Registration Packet



Produced by:



Lead Sponsor:



Dear Restaurant Owner:

Chowderfest is a beloved and highly anticipated community event that brings the entire South Coast together for a day of fun, live music, and savory samples of chowders and soups! For over a decade this friendly competition amongst local food establishments has attracted over 3000 residents and tourists from all over New England to New Bedford City Pier 3 to cast their vote for their favorite recipe! We won't let 2020 slip away without having this staple event in some capacity.

Join us for a nine day adventure for the SouthCoast Chowderfest Road Show and compete for the highly coveted Chowder Cup! The SouthCoast Chowderfest Road Show will take place from Thursday, October 22th until midnight on Saturday, October 31st.

Restaurants participating in the SouthCoast Chowderfest Road Show offer 2 oz. sample sized portions of their Clam Chowder, Seafood Chowder, Signature Soup, and/or Kale Soup. You can enter into as many categories as you choose.

Chowderfest Passport Booklets will be sold throughout our community for individual samples (a single 2 oz. free sample) and family packs (up to 5 2 oz. free samples). When a Chowderfest Passport is presented at your establishment the passport holder will receive a free 2 oz. sampling with no purchase necessary. The passport will list your business name, address, website and phone number in the center spread and can be stamped by your staff after the sample has been served. Passport holders can then vote online. At the end of the event trophies and plaques will be awarded to the 1st and 2nd place winners in each category.

This event will not only bring customers directly into your restaurant but the competition is featured in an aggressive marketing and advertising campaign both leading up to and during the event throughout the entire South Coast community. This includes print, radio, website and social media including but not limited to the New Bedford Guide and Fall River Reporter, One SouthCoast Chamber, the Herald News and SouthCoast Today. **For the investment of only \$100 you can also place a coupon, your logo and an ad inside of the Chowderfest 2020 Road Show Passport booklet that is distributed though out the South Coast.**

Attached you will find additional information on how to participate. Please contact me at (508) 999.5231 or by email at deven@onesouthcoast.com with any questions or concerns.

Sincerely,
Deven Robitaille
Director of Programs and Events, One SouthCoast Chamber



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Restaurant Participation Information

The SouthCoast Chowderfest 2020 Road Show will begin on Thursday, October 22nd and end on Saturday, October 31st. During that time you will be expected to serve 2 oz. samples of your delicious clam chowder, seafood chowder, kale soup, and/or signature soup to passport book holders with no purchase necessary. You can enter has many categories as you choose.

One SouthCoast Chamber will provide:

- (500) 2 oz. plastics serving cups
- Promotional Signage to display at your establishment leading up to and during the event
- A stamp and ink pad to mark *Chowderfest Road Show Passports Booklets*
- All logistics surrounding the online voting platform supplied by *South Coast Media Group*
- An aggressive advertising and promotional campaign using print, radio, website and social media throughout the entire South Coast including but not limited to the *NB Guide, Fall River Reporter, One SouthCoast Chamber, The Herald News* and *SouthCoast Today*
- Trophies and plaques for the 1st and 2nd place winners in each category

Restaurant will be Responsible for:

- Preparing and serving enough food for (500) 2 oz. samples between Thursday, October 22nd to Saturday, October 31st during your regular hour of operation
- Providing the Chamber with your logo, address, hours of operation and necessary information for advertising/marketing purposes
- Displaying Chowderfest 2020 Road Show Promotional and Marketing materials leading up to and during the event



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Registration Deadline, Wednesday, September 23rd 2020

Sign up early for maximum publicity. We will add confirmed restaurants to advertising and promotions as they sign up

For Listing in the Program Book:

BusinessName: _____
Address: _____
City: _____ State: _____ Zip: _____
Business Phone: _____ Website: _____

Not for Publication:

Name of
Owner/Contact: _____
Email: _____ Phone/Cell: _____
City: _____ State: _____ Zip: _____
Business Phone: _____ Website: _____

Items to be submitted with this Registration Form:

- Logo for use in Program Book & Ads (Email to drobitaille@onesouthcoast.com)
- I would like to include a coupon, logo and ad in the Chowderfest Road Show Passport Booklet distributed throughout the SouthCoast Community for \$100.00.

Coupon/Special Discount/Offer _____

Raffle: Gift Certificate for Raffle (optional) Yes No

Which categories do you wish to compete in? (for Voting Purposes)

- Clam Chowder Seafood Chowder Kale Soup Signature Soup

Signature: _____

Please Initial: _____ *I understand that cancellation after September 25th 2020 will result in a \$300 Cancellation Fee*

Please send this form to: One SouthCoast Chamber 227 Union Street, New Bedford MA 02740
Email: drobitaille@onesouthcoast.com Fax: (508) 999.5237