



Wingapalooza 2023

Saturday November 4th, 2023

11am-5pm

At the Springfield Expo Center

Brought to you by Springfield Sertoma Club

TAILGATE THEMED EVENT

Background

Restaurants, food trucks and bars compete for the honor and prestige as they seek to earn the title “**Grand Champion**”.

Wingapalooza is celebrating its 22nd year of competition. Over the past 20+ years Springfield Sertoma (**SERVICE TO MANKIND**) has raised over \$1,000,000 through this event. The money goes to support the Boys & Girls Club of Springfield as well as several other organizations that focus on children here in the Springfield area. Children’s charities are the reason we host this event every year and why your participation is so important to us.

On November 4th, we expect more than 5000 wing eaters from all over the area to join us at the Expo Center to feast on wing samples from numerous area restaurants and bars. They will have a full day of entertainment because the best bands in Springfield will grace our stage.

We will have various marketing promotions leading up to the event. If you have a “Wingapalooza Special”, then please let us know about it and the dates the promotion will run. We are also going to employ social media strategies to make sure our winners are highlighted.

How do you win?

There are 3 ways your team can be awarded a trophy:

- 1) Make the best wings in the building
- 2) Fill your “Fish Bowl” with more dollars than your competition.
- 3) Get your creative juices flowing and have the best booth exhibit.

How to Participate?

Fill out the attached entry form and send it in.

Cost? Nothing!

What does your establishment get?

Each Restaurant will receive 6 Cook's Passes (these get people into the event like a regular ticket and are given to people generally expected to help with your booth), 10 Event tickets, 2 VIP passes, and a 10x20 booth space. **This is well over an \$1000 value.**

Marketing:

Besides having 6000 people sample your amazing wings, you will receive a spotlight on our Facebook page. We have over 6000 friends and a strong following. Your restaurant will also be featured on our webpage with information you provide on your entry form. **You will receive a discount code that you can share with your customers so they can purchase entrance tickets at a reduced price. Each ticket bought with that code adds to your Fat Cluck Award total.** The sooner your restaurant commits to the event, the sooner we can start promoting it via our webpage and social media.

We Provide:

1. Approximately 1,000 large, bone-in wings from food vendors throughout the Ozarks. These will be provided to you a few days to one week before the event so you can cook them at your restaurant in advance of the event. [Please note that we do encourage restaurants to supply additional bone-in wings cooked at their restaurants in advance as 1,000 bone-in wings will not last more than a few hours.]
2. Boneless wings cooked on site the day of the event by us. The boneless wings will be distributed to each restaurant to sauce with your unique flavor and serve at your booth throughout the event. This helps you by keeping fresh boneless wings going throughout the day and guarantees our patrons wings through the end of the day. Given wings shortages and costs, we are currently working with suppliers for this product.
3. Each booth will have uncovered tables with pipe and drape back drop, plates, napkins, wet-wipes and 120v electrical service. (240v available with a charge of \$50 for Expo center set up.)

Booth Space: Booths are awarded on a first-registered basis. **The registration form has a line asking you to indicate your top 3 booth choices.** A numbered map with booth spaces is included. Getting your paperwork to us quickly will give you the best chance for your desired spot. We will notify all participants of their booth location in early to mid-**October. If you want a 20x20 mega booth it could be reserved for a fee of \$700. Also, we will have**

exterior locations for you to cook near the site. Please indicate if you will need a spot on the entry form. No food trucks will be allowed inside the Expo Center, but we will have plenty of room to park them and to cook close to the Expo Center.

So, what are we playing for?

- **Fat Cluck Award!** This is the largest fundraiser within Wingapalooza. We encourage all teams to participate and to be creative in your fundraising. The fundraiser that has raised the most money (“clucks”) wins this award. **We ask that all participants commit to raise at least \$100 for our Children’s Charity grant program.** We will also count points to your fishbowl every time someone uses your discount code (see above) to buy a ticket to the event. Each dollar = a cluck.
 - In the past, the teams winning this honor have started collecting donations for the event days, weeks or even months prior to the day of the cook-off.
 - These same teams also have a plan of action the day of the event to continue to raise money for their team.
 - Advance ticket sales, advance t-shirt sales, donation cans at work, buttons, raffles, beads, proceeds from workplace competitions can apply toward the Fattest Fishbowl Award.
 - Your team will be issued a fishbowl on Friday afternoon. Put the fish bowl on your front table during the event to collect monetary contributions, donations and votes. \$1 = 1 point.
 - Fishbowls can be decorated to fit your booth’s theme.
 - Fishbowl contents will be picked up periodically on Saturday by your Aisle Ambassador to be counted and applied toward your **Fattest Fishbowl** awards.
 - **Final pick-up for contributions is 3:00PM on the day of the event! We will have a team of people picking up fishbowl’s at that time.**
- **Judges’ Choice Grand Champion:** Best cumulative scores for all wing categories. You must enter all categories and the winner will be determined by a panel of judges.
- **Judges’ Choice Rookie of the Year:** Best Cumulative scores for all wing categories of new entry restaurants. You must enter all categories and the winner

will be determined by panel of judges.

- **Judges' Choice Traditional:** Best Traditional Buffalo wings. Determined by panel of judges.
- **Judges' Choice BBQ:** Best Barbecue wings. Determined by panel of judges.
- **Judges' Choice Exotic:** Best Exotic wings. Anything goes - Parmesan, Thai, Chili, Candied, etc. Determined by panel of judges.
- **Judges' Choice HOT:** Best Hot Wings. Bring the heat, but make sure it tastes great. The category is best HOT Wing not HOTTEST wings. Determined by panel of judges.
- **Judges' Choice Boneless:** Best Boneless Wings (anything goes) Exotic, Traditional, Hot or BBQ. Determined by a panel of judges.
- **Best Decorated Booth:** Decorate, dress up and put on a show to win the Best Booth. The panel of judges will vote based on creativity, design, and enthusiasm.
Remember it is a Tailgate themed event this year.
- **Facebook People's Choice:** Restaurants that receive the most Facebook votes wins. Link to be announced.

Each Restaurant Provides:

Cooked Wings! As noted, we provide 1000 bone-in wings to your restaurant. You will cook those wings at your facility. You will need your sauce(s) for those 1000 wings and sauce for at least 5 pans of boneless wings (we provide unlimited boneless wings the day of the event). Please be sure to prepare all wings provided by Wingapalooza. Also, we encourage you to bring additional bone-in wings. The 1,000 we provide will not be enough to get your establishment to the end. We also invite you to bring your own sides such as celery, carrots and dressings if you wish. Each participant must serve wings from the back table per the health department. Each participant must maintain proper food temperature using a sterno (preferably) or electric heating.

Setup Time:

Setup time will be Friday, November 3rd from 2:00 P.M. to 10:00P.M. There will be beer sales. Invite your friends and family to help set up your booth and enjoy the party free of charge. **No outside alcohol will be allowed during setup or the event.** You will know your booth location already so just check in and set up.

Setup can continue Saturday from 8:00 A.M. to 10:30 A.M. You must have a booth ready to serve NO LATER than 10:45 A.M. on Saturday, November 5th. Judging will be done between 11:00 AM and 2PM. Turn in times for categories and judging locations will be posted and a list will be in your booth.

IMPORTANT: If you fail to set up a booth your establishment will be charged for tickets, booth space, and chicken wings that were delivered to you.

Restaurant Entry Form



Wingalooza

Saturday, November 4th, 2023

Springfield Expo Center

Email to wingalooza@springfieldsertoma.org or text to 417-569-2105

Have Questions, call or text Josh Mareschal 417-569-2105 or email wingalooza@springfieldsertoma.org

Restaurant:

Contact:

Phone:

Cell Phone:

Address:

Email:

Booth Choice: A B C

Booths 1, 7 and 13 are reserved for multi year participants that can assist with VIP wings. If those participants attend the event again and assist with VIP, then we will consider your other booth selections.

Do you require electric for your booth? Yes _____ or No _____

240v service required? Yes or No (This will have an additional fee of \$50)
Will you need an outdoor cooking location? Yes No (Must be self contained and health department approved)

Do you want a Mega 20x20 booth for \$700? Yes _____ No _____ (Bill will be sent September 1.)

RELEASE and INDEMNITY Agreement: In consideration of the granting of the right to participate, entrants, participants and spectators, by execution of this form, release the Springfield Sertoma Club, and their officers, directors, and any representative or workers, or property owners, or occupiers, or sponsors connected with the presentation of the Wingalooza of and from any claims, injuries, losses, damages or judgments that may be suffered by the entrant, participant, or spectator to his person or property and agree to indemnify the aforesaid parties any loss, liability, expenses, or payment resulting from such injury to person or property.

Notice: If you fail to set up a booth your establishment will be charged for tickets, booth space, and chicken wings that were delivered to you.

Signature: _____ **Date:** _____

For Media Exposure Please answer the following:

Restaurant Specialty:

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How Many Types of Wings do you have on your menu: (if zero that is fine):

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How would you describe your establishment?

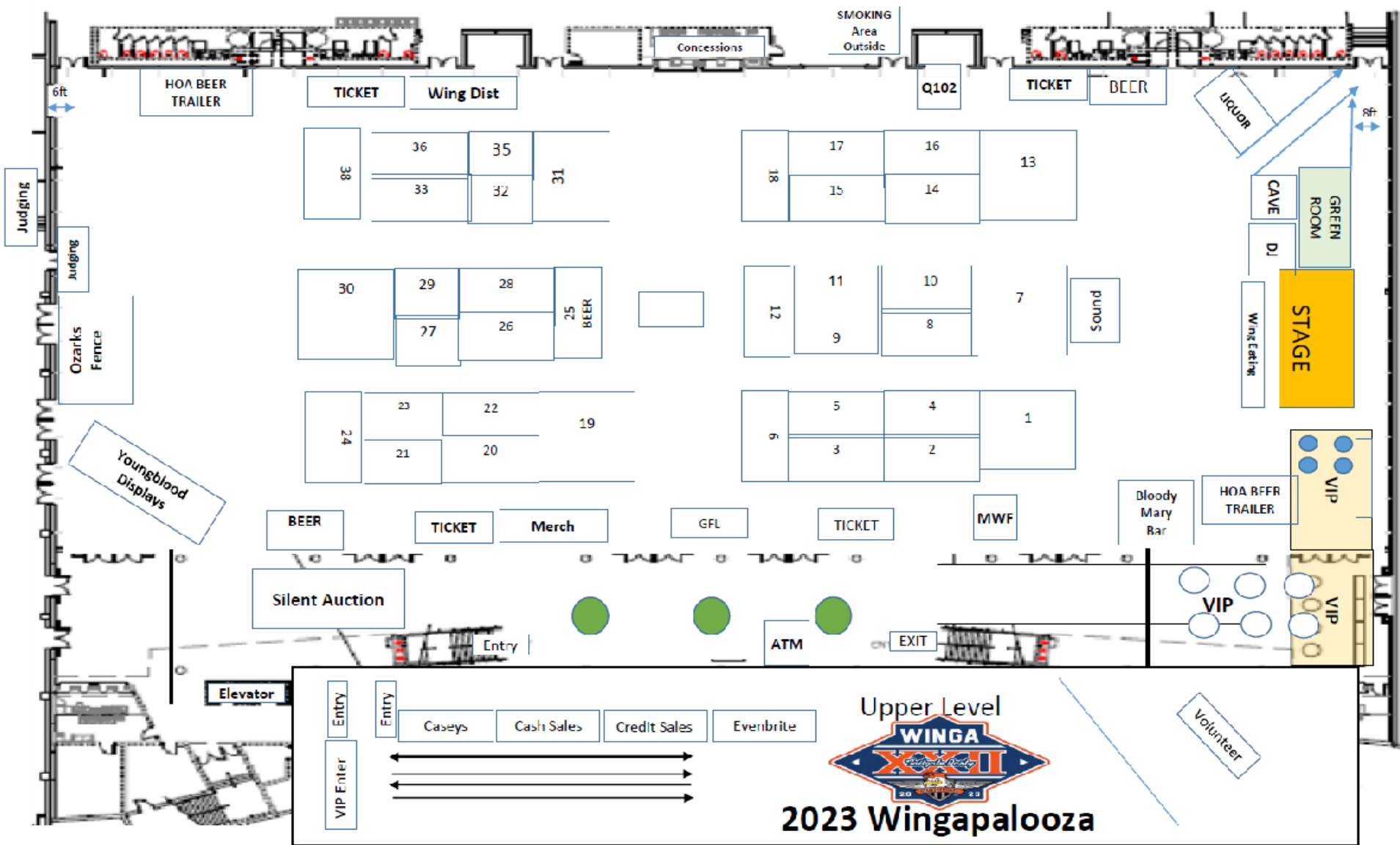
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Where is it located?

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Do you have a favorite Children's related charity? If so what charity?

Please forward with a digital copy of your logo, a photo of your restaurant (inside, outside, or both) and let us know if you would like to offer a Wingapalooza special to customers and the dates of that special so we can include it in our marketing materials.



Revision Date 6/2/23