

Empty Bowls 2020



YOU'RE INVITED TO PARTICIPATE IN OUR

15th Anniversary of Empty Bowls

Fundraiser for **bethlehem**
housing and support services

Wednesday, March 4, 2020

Americana Conference Centre in Niagara Falls

Welcome to our 15th year celebrating the generosity of Niagara's finest soup chefs, wineries, breweries, dessert crafters, talented artisan potters and local business sponsors. Last year, this event was attended by more than 500 people. Together we raised \$50,000 in support of Affordable Housing and Support Services in Niagara. We are working hard to make this year's event an even bigger success and we're hoping for your support.

On Wednesday, March 4, 2020 at the Americana Conference Centre in Niagara Falls, Bethlehem Housing and Support Services will be hosting the 15th Anniversary of our Empty Bowls fundraiser. Our new location offers guaranteed ballroom seating for all guests, more capacity for coat check and ample parking.

Guests enjoy samples of gourmet soup prepared by Niagara's finest chefs and served in one-of-a-kind bowls created by local potters. Included for our guests as the perfect complement are Niagara wine and beer, specialty teas, fresh breads and decadent desserts, making the event a complete culinary experience. Guests take home their empty bowl as a continuous reminder of those who struggle to meet basic living needs in our community.

Empty Bowls is Bethlehem Housing and Support Services' signature fundraising event to help end homelessness and reduce the impact of poverty. Proceeds from this fundraiser go toward our programs and services offered to men, women and families across the Niagara region.

Call for Vendors

Soup Vendors: The main highlight of the event is the Empty Bowls soup competition featuring up to 12 local restaurants and chefs. Soups are judged by a panel of judges who choose the winner of the Platinum Ladle Award and guests choose the winner of the People's Choice Award.

VIP Vendors: The VIP reception will be held in the Grande Ballroom from 5pm – 6pm for a limited number of VIP ticket holders (up to 200 guests). VIP guests will enjoy a pre-event reception with passed hors d'oeuvres served by local chefs and specialty wines provided by a local winery. As a VIP vendor you will receive an exclusive opportunity to promote your business and interact with our VIP ticket holders, sponsors and corporate guests.

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Wine/Beer Vendors: Included as the perfect complement are samples of award-winning wines and craft beers provided by local wineries and breweries. As a Wine/Beer Vendor you will have an opportunity to promote your favorite products and feature your business, each guest will receive one ticket to sample one of your featured products.

Specialty Vendors: Each year we welcome a few specialty vendors to provide samples of decadent desserts or organic teas/coffee. As a specialty vendor you will be featured in a distinct location in the foyer and each guest will receive one ticket to sample one of your featured products.

What's in it for me?

Empty Bowls is a great way to promote your product or business while giving back to the community – and having fun doing it! Last year's event had over 500 attendees, many of whom have eagerly supported our participating restaurants, chefs, wineries and breweries. It's a great way to gain face-to-face exposure with potential customers. **NOTE:** You will also have the opportunity to display your own marketing materials (i.e. pop-up banner, rack cards, business cards, table signage, etc.) and decorate your table at the event.

In past years as a 'thank you' for participating, each vendor received **two complimentary main event tickets** to give away to friends, family or favourite customers. Many of these tickets went uncollected from registration. Because of this, **we require the two names of your complimentary ticket holders no later than February 4th**, one month prior to the event. *All unclaimed complimentary tickets will be donated back to the event for resale on February 5th, 2020. In this way we can assure the full potential of venue capacity.*

Marketing and Promotions

As a vendor at our Empty Bowls event you will also receive a variety of marketing and promotional opportunities including: pre-event promotion on our social media channels, a link on our website, a special mention in our promotional e-blasts, and your business name listed on our event posters and promotional cards. **NOTE:** Your **PARTICIPANT AGREEMENT FORM** must be submitted by Nov. 8th 2019 to be featured on our promo card that is mailed out to over 1,500 households and businesses in Niagara.

Participants will receive an information package prior to the event which includes the Niagara Public Health Application for Food Vendors, and an information sheet with set-up/tear-down details and marketing materials to promote your participation at the Empty Bowls event.

Winner's Circle Spotlight

Our top three candidates for each Soup Award category will be featured post-event on our Social Media. The Feature will include a photo of the Vendor at their booth during our event along with detailed Business Highlight and Chef Bio.

If you are in the Winner's Circle you can expect to be engaged to set a time with one of our staff members to schedule your interview and gather information for your Spotlight.

Frequently Asked Questions

What does it cost to enter Empty Bowls?

There is NO COST to register for Empty Bowls but there are costs associated with preparing and serving your product.

- **VIP Hors D'oeuvres Vendors:** Recommend 3 choices each for 200 guests (600 pieces)
- **VIP Wine Vendors:** provide 2 samples of your featured wines for 200 guests
- **Soup Vendors:** Recommend 40-45 L of soup. Serving size is suggested at 2 – 3 oz
- **Specialty Vendors:** Dessert, Tea/Coffee samples for 500 guests
- **Wine/Beer Vendors:** 1 to 2 oz. sample sizes for 500 guests – samples are limited to be cognizant of guest consumption and Smart Serve specifications

How many staff do I need to provide?

- Vendors must provide staffing to setup their booths during the day. Booths can be set up between 1 – 4 pm the day of the event, set-up must be completed by 4:45 pm.
- Vendors typically provide 2 or 3 staff to serve guests during the event. Space is limited; please limit servers to three per booth.
- **VIP hors d'oeuvres Vendors** typically have 2 or 3 staff to prepare and coordinate serving. Bethlehem will provide volunteers to assist with passing the hors d'oeuvres to guests.
- **VIP wine Vendors** typically provide 2 staff to pour and serve wine samples. Bethlehem will provide Smart Serve volunteers to assist with serving.

What are the prize categories for Soup Vendors?

- Platinum Ladle Award voted by a panel of judges
- People's Choice Award voted by our guests

What supplies will I need?

In addition to the Niagara Region Application for Food Vendor guidelines and compliance checklist:

- **Soup Vendors:** need to bring their own stock pots and portable cooker to heat soup, chaffing dish or urn to keep soup/food at the required temperature, probe thermometer, extension cord(s), sneeze guard for food that is out in the open and a camping jug or coffee urn with spigot.
- **Wine/Beer Vendors:** need to bring an ice bin. Wineries will be provided with glassware, beer and other beverage participants please bring your own disposable tasting cups.
- **Specialty Vendors:** bring supplies needed to serve your product and to comply with Food Vendor guidelines. Dessert plates and utensils will be provided.
- **VIP Hors D'Oeuvres:** bring supplies needed to prepare your food and to comply with Food Vendor guidelines. You will be allowed use of the Americana's kitchen and serving trays.

What does Bethlehem provide?

- Serving trays and cocktail napkins for VIP service
- 1 x 8 foot serving table with tablecloth
- 1 x 4 or 1 x 6 foot prep table
- Two pourable pitchers to serve soup (to prevent possible contamination)
- Paper towels, liquid pump soap and basin to collect waste water
- Soup spoons
- Cocktail napkins, dessert plates and utensils
- Waste basket

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- Use of kitchen at the Americana (if necessary to warm or prepare food)
- Wine glasses
- Ice for wine and beer
- Pitcher of water and basin to collect waste water

How do I reserve a spot?

To reserve your spot at the 2020 Empty Bowls event, please submit the **PARTICIPANT AGREEMENT FORM** as soon as possible. *Space is limited; reservations are on a first-come, first-served basis.*

What if I have more questions?

If you have additional questions, please contact the event coordinator at the contact information below:

Rhiannon Barry

Phone: 905-684-1660 ext. 4

Email: rbarry@bethlehemhousing.ca