



*Go 4th on the River Dueling Barges Fireworks Extravaganza*  
**Abraham Lincoln**  
**200th Birthday Cake Competition**  
presented by  
Greater New Orleans Hotel & Lodging Association  
with support from  
Southern Food & Beverage Museum

**Description:** On July 4th, 2009, the Riverfront Marketing Group will celebrate Abraham Lincoln's 200th birthday with a Birthday Cake Competition presented by the Greater New Orleans Hotel & Lodging Association with support from the Southern Food and Beverage Museum.

**Objective:** To create an inspiring birthday cake to be served to the public that depicts a personal characteristic of President Lincoln or a unique aspect of his life.

**Date:** 4th of July, 2009

**Time:** Load-In: 8:00 a.m.–9:30 a.m.

Competition: 10:00 a.m.–2:00 p.m.

10:00 a.m. – noon

Preparation and building

Noon – 1:00 p.m.

Judging and Awards

1:00 p.m. – 2:00 p.m.

Birthday cakes served to public

Breakdown: 2:00 p.m.–3:00 p.m.

**Location:** Riverwalk Marketplace, 3rd level, Food Court

**Riverfront Marketing Group will provide:**

- two 6' rectangular tables (1 for workspace & 1 for display)
- signage with entrant name/logo
- freight elevator for load-in and load-out

**Entrant must provide:**

- all costs and materials associated with creation of cake to serve 200 people
- a separate 9" sample cake for judges' tasting
- tablecloths and drapery for two 6' tables as well as decorations contained for one of the 6' tables
- paper products needed to serve cake to public based on size of cake
- extension cords needed for setup and electrical tape to cover cords
- a certificate of insurance as mandated by General Growth Properties, owner and manager of Riverwalk Marketplace (criteria provided upon acceptance)

**Criteria:**

- Cake competition is open to members of GNOHLA and its partners
- Each cake must serve a minimum of 200 people
- A maximum of ten (10) cakes can be accepted into the competition. Applications will be accepted on a first-come, first-served basis.
- All entry forms must be received by Friday, June 26, 2009, by 5:00 p.m.
- Everything on the cake must be edible.
- Cake support(s) can be used.

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**Criteria (cont'd)**

- Electricity is limited and must be requested in advance.
- Limited running water is available for cake preparation and hand washing.
- Entrants agree to make reasonable efforts for publicity appearances.
- Entrants are responsible for all load-in and load-out associated with the event including necessary dollies, etc.
- Entrants should designate one person to represent their cake for the judging.

**Award Categories:**

- **Riverfront Marketing Group Grand Prize** selected by a panel of judges
- **People's Choice Award** selected by the public
- **Best Tasting** selected by a panel of judges
- **Best Presentation** selected by a panel of judges

**Prizes:** The winner of each category will receive an award plus two (2) invitations to the ***Go 4th on the River*** VIP Fireworks Viewing Reception at the Westin Hotel New Orleans and an invitation to conduct a seminar or demonstration and will be featured in a small exhibit in the Southern Food & Beverage Museum.

**Judging:** Judging will be made on ability to execute theme, overall appearance, creativity, uniqueness, taste, and "the FIRECRACKER FACTOR."

**How to Enter:**

- **Complete** and **sign** entry form by Friday, June 26, 2009, and return by **fax** to **(985) 893-1053**.
- Entries without signatures cannot be accepted.
- Entrants will receive a fax confirming participation with additional competition details.

**Competition Schedule:**

10:00 a.m. – noon	Preparation and building
Noon – 1:00 p.m.	Judging and awards
1:00 p.m. – 2:00 p.m.	Birthday cakes served to public

**Load-In:** Entrants can load in and set up all supplies and equipment needed from 8:00 a.m. to 9:30 a.m. The Riverwalk freight elevator, located at Loading Dock D, will be available to participants. Load-in and load-out must be done through this freight elevator only. Each participant will be given a load-in time between 8:00 a.m. and 9:30 a.m.

**Parking:** Each entrant will need to find parking that best suits their needs in the parking lots near Riverwalk Marketplace. Due to special events, the parking validation program is unavailable.

**Breakdown:** All materials must be removed from the premises by 3:00 p.m.

**Contact Information:** For additional information, contact Debbie Bresler at (985) 630-4604.