

# Christmas COOKIE COMPETITION

FOR KIDS BY KIDS • BENEFITING ADVOCATES FOR CHILDREN

## PARTICIPANT INFORMATION

Advocates for Children's 2020 Christmas Cookie Competition is fast approaching, and we hope you can join us! We are seeking Local Chefs to pair with a child, between 10 to 17 years old, from Flowering Branch Children's Shelter. The Chef and child will team up to develop and decorate a Christmas cookie to enter in the competition.

One of the benefits of participating in this event is the promotional value Advocates for Children provides to your restaurant or business. You send in your logo and other media, and we create an online social media giving campaign for you. (All images from participants will need to be received by October 1st in order to build your unique URL for the competition.) We will also take photos of your time working together with the children (excluding their faces) and the finished cookie product. Finally, Advocates will provide printed materials to promote the contest at your venue.

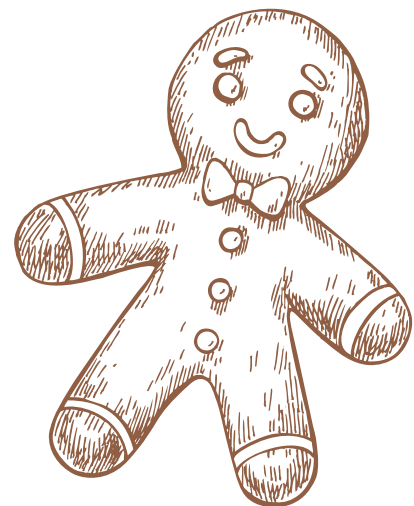
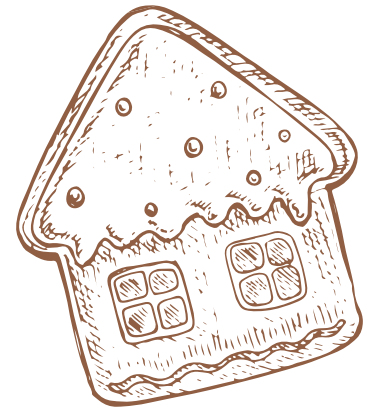
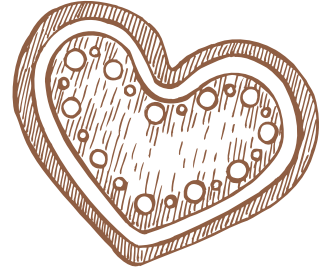
On November 2nd, a web page will launch featuring each Chef and child team and their Christmas cookie design. At this time, voting will open. Community members will be able to go to each team's dedicated page to view the cookie, read about the team, and find out more information about the partnering business. Votes are conducted via donations. For every \$1 a person donates, the team is given 1 vote. There is no limit on the amount of times a person can vote. Online voting makes up 50% of the total end score.

It is not only allowed but encouraged for partners to share this event via their social media sites, email blasts, and word of mouth. In return, Advocates will also promote your restaurant or business in regard to this event on social media, our website, radio, newsprint, and other media outlets.

Finally, a panel of local celebrity judges will taste your cookie. Their critiques provide the other 50% of the final score. In order to receive a final score, partners should provide 4-5 dozen cookies for the judging event. The judging will take place on December 3rd, before the Cartersville Christmas Parade begins.

In addition to all the joy you will bring to the children of our community by participating, the competition winner will receive a homemade trophy and bragging rights as the best Christmas Cookie in Cartersville. The champion will also be asked to feature the winning cookie in their venue throughout December. If desired, we can share the winning recipe in a follow-up press release, and the business will be recognized in a full-page article published in V3 magazine.

We are so looking forward to the possibility of working with you, our community partners. We know you already do so much to support this organization and the communities we serve, and we are always grateful. It is our hope that this *fun*-draining opportunity will provide you with some value in return!



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for Children

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