

CANADIAN BBQ SOCIETY

ORGANIZER'S GUIDE 2019



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SANCTIONING

Why Sanction?

For the Teams!

Sanctioning provides a level of comfort for the teams, ensuring that their time, effort, and monetary investment is not at risk. A sanctioned contest follows pre-determined rules for judging, cooking, etc. It shows teams that there are rules that everybody will follow, and that there is a fair system in place for all teams to be judged.

It also encourages teams to participate, as sanctioned events qualify teams to earn Team of the Year points in various organizations that track that information. Sanctioning also requires that a prize amount is guaranteed, which in-turn is more encouraging for teams to want to participate.

For the Judges!

Sanctioning encourages judges to participate. Certified judges have spent time and money to become certified BBQ judges, and they want a chance to travel to different events and be a part of the competition. As certified judges, they have been trained on what to look for, and how to score teams' entries. They are a critical part of the competition that teams and organizers rely on. Additionally, judges strive to achieve more experience and attain master judge status. To do this, they must judge at sanctioned events and have their notebooks signed by the representatives.

For the Organizers!

Sanctioning provides organizers with a support network of experienced Reps, cooks, and judges that, ultimately, help to make a competition run smoothly. Sanctioning offers organizers all of the benefits offered above.



THE EVENT

Before you get too far down the planning path, you'll want to decide what kind of event you want to have. This will determine your costs, expenses, and scope. Do you just want to have a BBQ competition? Your needs and expenses will be minimal. Do you want to host the public with entertainment, food, and drinks? That will offer both increased expenses, but also increased revenue opportunities. Maybe you want to co-locate a BBQ contest with a pre-existing event like a community festival or rodeo. This adds complexity to your event, but also adds the opportunity to share costs on things like garbage collection, security, tents, chairs, etc. However, with sharing your event, you also give up some independence and may need to sacrifice some of your goals/visions.

A great option to consider when planning an event is to host a Judges Class, where individuals and cooks can sign up to become a trained BBQ judge. The most common class is a KCBS judges class, which provides you a way to increase the number of certified judges for your event, and a way to supplement your event by making a small profit from the class.

You also have the option to enhance your event by offering additional categories for teams to compete in, like Chef's Choice, Kids Q, and Dessert.

Teams have come to expect some basic essentials at a BBQ contest, you'll want to focus on these items in order to encourage teams to participate. These items include access to potable water, power, minimum 10x20 sites (but with the ability to accommodate larger vehicles like RVs for some teams), onsite security, garbage disposal, ash disposal, grease disposal. Teams prefer grass, but concrete and gravel can be accommodated. You'll also want to point out nearby locations for any last minute sundries including ice, parsley, lettuce, etc.



THE COSTS

Organizing a BBQ contest will not make you a lot of money the first year out, and there are costs that you will need to cover. However, with careful planning and organization, you can minimize your expenses. We'll also provide some tips on how to offset some of your expenses with sponsorship, advertising, etc. with the goal to break even the first year, and allow for continued growth year over year for your event.

Below, we've provided a sample budget for a 30-team contest, with an entry fee of \$250, which is average for Canadian competitions. Please note that prices will vary by region, and you can add/subtract items as required. The items in Orange would be considered "must-have" items, while the items in Green would be considered "nice-to-have" depending on the scope of your event. This is a guide only, and should only be used as reference.

BASE COMPETITION COSTS	LOW	HIGH
Sanctioning Fee	490	490
Rep Travel Costs	2000	3000
Prize Money	5000	5000
Trophies/Ribbons	1000	2000
Insurance	1500	1500
Security		2000
Fencing		500
Venue Rental		2000
Generators		2500
Toilets/Grey Water	2000	2000
Sanitation/Garbage Disposal	300	300
Grease Barrels	300	300
Site Manager		1000
Water & Crackers (Judges)	100	100
Turn-In Boxes	25	25
Table Rental	300	300
Chair Rental	300	300
Judging Tent (if necessary)		500
SUB-TOTAL	\$13,315	\$23,815

THE COSTS

OPTIONAL COSTS FOR LARGER EVENT	LOW	HIGH
Advertising	1,000	5000
Promotional T-Shirts		500
Signage	100	500
Music/Entertainment	1,000	4,000
Children's Entertainment	500	3000
Golf Cart Rentals	1,000	2000
Beer Garden		
Tent	500	1,000
Insurance	1,000	1,000
Licence	300	300
Bartenders	500	1,000
Liquor (For Resale)	1,000	3,000
SUB-TOTAL	\$6,900	\$21,300

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PUBLIC EVENTS

The public is very interested in food sport, and BBQ in particular. Unfortunately, unless you plan correctly, they will come away disappointed with little to do, and no food to eat. Many people come to a BBQ competition expecting to sample food from all of the teams. The reality is, this is a very difficult thing to accommodate. You will need to contact your local health board for specific guidelines, the earlier the better. Sampling has had success at events in Canada, but a couple of things that you'll need to keep in mind.

- Your risk of complications will decrease if you engage your local health region early and often. Make them part of the solution as early as you can in your planning phase.
- Encourage teams to take (often free) online food handling courses offered by their provincial Health Services departments.
- You won't necessarily need all teams to sample, so send a note to your registered teams to gauge interest and focus on those teams who want to be part of the program.
- Those teams wishing to participate will need access to hot/warm running water. Most times, they are not equipped for vending and you, as an organizer, may need to source portable sinks for use as handwashing stations.
- Teams should have access to potable water, and will have a basic dishwashing station setup already. This will be required with a minimum 1-basin sink, but as many as 3 basins.
- Your local health board may require an onsite inspection of the team sites in order to allow vending.
- Teams are expected to keep both cooked, and uncooked foods at safe temperatures at all times. Plenty of ice, coolers, fridges, etc.



PRIZING

Typical prize purses for first year events are \$5,000, which primarily is drawn from team entry fees. As an organizer, you will need to guarantee the purse amount at the time of your sanctioning, and will need to pay to at least 5 places. In recent years, it has been the goal for organizers, with the support of teams and organizations, to pay down to 10th place in each category. This allows for a broader distribution of prize money, allowing for the greater possibility that newer teams can share in the purse, thus encouraging teams to continue to compete. Below is a sample payout for a \$5,000 purse.

CHICKEN	PLACE	TROPHY	RIBBON	PRIZE \$
	1st	.		\$300
	2nd	.		\$200
	3rd		.	\$100
	4th		.	\$75
	5th		.	\$50
	6th		.	\$25
	7th		.	\$25
	8th		.	\$25
	9th		.	\$25
	10th		.	\$25
TOTAL			\$850	

RIBS	PLACE	TROPHY	RIBBON	PRIZE \$
	1st	.		\$300
	2nd	.		\$200
	3rd		.	\$100
	4th		.	\$75
	5th		.	\$50
	6th		.	\$25
	7th		.	\$25
	8th		.	\$25
	9th		.	\$25
	10th		.	\$25
TOTAL			\$850	

PORK	PLACE	TROPHY	RIBBON	PRIZE \$
	1st	.		\$300
	2nd	.		\$200
	3rd		.	\$100
	4th		.	\$75
	5th		.	\$50
	6th		.	\$25
	7th		.	\$25
	8th		.	\$25
	9th		.	\$25
	10th		.	\$25
TOTAL			\$850	

BRISKET	PLACE	TROPHY	RIBBON	PRIZE \$
	1st	.		\$300
	2nd	.		\$200
	3rd		.	\$100
	4th		.	\$75
	5th		.	\$50
	6th		.	\$25
	7th		.	\$25
	8th		.	\$25
	9th		.	\$25
	10th		.	\$25
TOTAL			\$850	

OVERALL	PLACE	TROPHY	RIBBON	PRIZE \$
	GC	.		\$600
	RGC	.		\$500
	3rd		.	\$150
	4th		.	\$100
	5th		.	\$75
	6th		.	\$50
	7th		.	\$50
	8th		.	\$25
	9th		.	\$25
	10th		.	\$25
TOTAL			\$1600	

TIMING

Ideally, as an organizer, you should look at 2-3 different dates for your event. The intent is to identify a date that does not conflict with other events in your region, so research may be required into the event calendars for the various sanctioning bodies in North America. If your goal is to align with another community event, be aware that proximity to other events, both geographic and by date, will impact participation and turn-out.

Canadian contests typically run Saturday through Sunday, but depending on the size of your event, you may need to allow for Friday and Monday for setup and tear down. Teams will plan on arriving as early as Friday evening, either to drop their trailer/equipment and/or to camp overnight. Your goal should be to have all teams onsite no later than 1000 on the first day. Below is a sample schedule that would be provided to teams and judges, identifying key events throughout the weekend.

SCHEDULE

FRIDAY	
08:00-20:00	Teams to arrive and drop trailer/gear, teams should contact the organizer to advise of ETA
SATURDAY	
07:00-10:00	Team load-in. All teams should be onsite by 1000 unless special arrangements have been made with the organizer.
10:00-14:00	Meat Inspection
16:00-17:00	Cooks Meeting
23:00	Quiet Time Begins
SUNDAY	
07:00	Quiet Time Ends
09:22	Good Luck Shot for the teams, hosted by CBBQS
10:00	Judges Meeting
12:00	Chicken Turn-In
12:30	Ribs Turn-In
13:00	Pork Turn-In
13:30	Brisket Turn-In
14:00-17:00	Team Clean-up/Tear-down
17:00-18:00	Awards Ceremony
18:00-20:00	Team Load-out, Event tear-down
20:01	Take A Breath

TIMING CONTINUED

It's also important to communicate with teams leading up to the event. You'll want to keep them abreast of event timing, site maps, any special considerations for teams travelling long distances or from out of the country, etc. You'll also want to address teams with larger rigs or RVs, and parking in general. It's important to address any local regulations as it relates to sampling, fire bans, and alcohol. Communicate your expectations of teams to minimize any possible confusion later on.

You'll also want to provide a clear and concise sitemap for teams, judges, and potentially the public. Depending on your local regulations, this may be required for permits or local approvals. While it's nice for teams to know where they'll be setup, more important to note on the sitemap are toilets/bathrooms, fresh water, grey water disposal, grease disposal, ash disposal, garbage disposal, judging area, etc.



12:00



12:30



13:00



13:30

ANCILLARIES

This is a fun way to expand your event and have cooks compete for additional prizes and glory. Some contests will add up to 5 or 6 additional categories, including CASI chili competitions, SCA Steak competitions, Dessert, Chef's Choice, or Black Box. Recently, all events in Alberta have included a Kids Q contest on Day 1 with 8-12 kids cooking everything from pizza to steak to pork chops!

You have the option to charge for additional categories, but most of them are free as part of a team's entry fee. You'll want to allocate some of the prize money towards these categories, usually paying 1st to 3rd place anywhere from \$100-\$500 total.

As long as you're not governed by specific rules for other sanctioning bodies (SCA, CASI, KCBS), teams can submit entries in whatever manner they choose. Open garnish, and they can use serving trays, cutlery, etc. You'll want a couple of rules in place, though, to make your life easier as an organizer and for the judges.

- All preparation must be done on-site
- No alcohol served or accompanied with turn-in
- No explosives, fireworks, etc.
- No live animals,(like goldfish)
- No tall tippy glasses
- There must be enough for at least 6 judging samples
- Each entry must fit onto a single platter, plate, etc. not to exceed 24" by 18".
- Entry fee is included with your application
- Remember to garnish...be creative!



KIDS Q

KCBS offers official rules and guidelines for Kids Q, but those are usually only effective at larger events where you have multiple age categories and 20-40 kids. It's usually simpler to work with your KCBS rep on an easy way to set up judging for this, and judges are usually very supportive. With the kids, there are rules, but you can be flexible with them as well. Nobody wants to be known as the judge that disqualified a 6 year old, for example...there are special shirts for people like that.

Prizes are usually easy to come by for Kids Q, with lots of local businesses keen to support the kids. Ideally, you will have a big trophy for the winner, and ribbons for everybody else. Typical payout for Kids Q events is around \$150 total, so it's an easy event to budget for. It's also usually a pretty easy task to get the ingredient donated, local business are usually pretty enthusiastic about helping out the kids.

- Basic rules are as follows, but you can adjust as needed based on your specific event.
- Prep, cooking and presentation must be done by the kids
- There must be 6 samples turned in
- Boxes will be provided for turn-in, or you can use your own presentation platter
- No garnish required
- Any outdoor cooking method will be permitted...gas grill, charcoal, propane, etc.



COMP ADD-ONS

BLACK BOX

One option for an ancillary category is an Iron Chef-like Black Box challenge. As an organizer, you can approach local business for 4-5 ingredients to be used. The goal is that each cook will have the same 5 ingredients that must be used in their turn-in, and they don't find out the ingredients until the cook's meeting. They can supplement these with anything else they want, but they must use what's been provided. Some recent examples have included smoked pork tenderloin, pomegranate molasses, and sumac.

CHEF'S CHOICE vs. CHEF'S CHALLENGE

Chef's Choice is basically anything goes. Cooks can cook whatever they want, garnish however they want, and really let their imaginations flow. Some of the most amazing food comes out of these competitions, and there's usually a waiting list for judges.

Chef's Challenge is similar to the Kids Q guidelines above, where cooks are provided a specific set of ingredients, which are communicated ahead of time so they can practice. Some examples include pork tenderloin, corn, turkey, sausage, etc. While not as free-flowing as Chef's Choice, the cooks still come up with some pretty amazing turn-ins.

SCA, CASI, etc...

Recently, organizers have looked to add chili or steak cook-offs on the Saturday, open to BBQ teams, and other teams just looking to compete on the Saturday. There are specific rules for these types of events, and additional sanctioning fees, but they have become increasingly popular amongst cooks.



PROMOTION

Now that you have your event planned, you'll need to promote it to draw teams, vendors, and potentially the public. Depending on the type of event you have planned, your promotional activities will vary. The easiest way to engage teams, judges, and the public is by being active on Social Media like Facebook, Instagram, & Twitter. BBQ Teams in Canada are very engaged in social media, and Facebook is an easy way to keep them up to date on your event. Some events have had great success by individually highlighting teams as they sign up, promoting them to the public and drawing attention to both the team and the event. Additionally, there are opportunities using Social Media to pay for increased market penetration with paid ads.

As a CBBQS member, you have access to our tools to help promote your event. We will highlight your event on our event calendar which will drive team sign-ups. We are also able to promote your event and share your posts via social media, targeting our members who are active and looking to participate in events. There is also an opportunity to highlight your upcoming event in our Monthly newsletter, offering front page positioning to make sure your event reaches as many people as possible. You'll also have access to a members-only resource section where you can find vendors and suppliers in your area, and you'll note specific vendors who offer member discounts.

QUICK LINKS

https://www.kcbs.us/about_sanctioning.php

<http://www.pnwba.com/sample-page/sanction-an-event/>

<https://www.casichili.net/>

<https://www.steakcookoffs.com/>

TIPS & TRICKS

TBD

RESOURCES

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