



Dear Potential Competitor,

Aurora is excited to host the second annual **Midwest Gingerbread House Competition on Saturday, December 1, 2012 at The Centre in Evansville**. This is an event that promotes awareness for homelessness in southern Indiana, as well as raise funds to support Aurora's mission to end homelessness in our community.

In 2011, over 1,000 people came out to see forty-three teams compete in a friendly contest of sugary design and holiday tradition. The top three winners from each division received amazing prize money with their showpieces being displayed at Barnes & Noble throughout December.

This year, the event will be even bigger and better! Eighty teams, from professional chefs to youth, from local area and around the Midwest will participate by building holiday wonderlands in the form of gingerbread houses. Visitors and competitors will also enjoy a fabulous silent auction, in addition to holiday performances from local groups and presentations about homelessness and Aurora.

You are invited to apply as a competitor for this exciting competition! We are looking for people of all ages and skill levels to participate. The divisions include Professional, Amateur and Youth. Attached you will find the competitor application and rules. **Please read the rules carefully before applying.** Should you have any questions about the event, application process, or rules, please contact Jayme Walters, Director of Development at Aurora, at 812-428-3246 or [jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org).

Serving southwestern Indiana for 24 years, Aurora is a non-profit organization that exists to end homelessness in our community. Our organization believes that everyone has value and needs a safe, decent and affordable place to call home. The meaning of the word, aurora, is a luminous light. In fact, each day our staff gives light to homeless individuals and families by re-establishing stability through providing access to resources, such as shelter, nourishment, health care and much more. For more information about Aurora, visit our website: [www.auroraevansville.org](http://www.auroraevansville.org).

We look forward to seeing your amazing creations!

Sincerely,

*Aurora Gingerbread Committee*



**1100 Lincoln Avenue  
Evansville, Indiana 47714  
812-428-3246**



## COMPETITOR RULES

To ensure that event is seamless and smooth, the Aurora Gingerbread Committee has identified important rules for the Midwest Gingerbread House Competition. All competitors should thoroughly read the rules to avoid disqualification. Should competitors have questions or desire more information, please contact Jayme Walters, Director of Development at Aurora, at 812-428-3246 or [jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org).

### Application Process

Potential competitors should fully complete an application to be considered for the competition. The application must contain accurate information and requires signatures from each participant. Youth who desire to participate must have signatures from their legal guardians. Please submit one application per team. Applications must be submitted by midnight on **Friday, November 2, 2012** to be considered for the competition. Only 80 teams will be competing in this year's event and teams will be accepted on a first-come, first-serve basis. Teams are highly encouraged to submit their information as early as possible to ensure their spot in the competition. Applications can be submitted by:

**Mail:**

Aurora, Inc.  
c/o Gingerbread Committee  
1100 Lincoln Ave.  
Evansville, IN 47714

**Email:**

[jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org)

**Fax:**

812-428-3253

### Competitor Divisions and Team Composition

The competition will consist of three divisions: Professional, Amateur, and Youth.

**Professional:** The Professional division consists of individuals or teams that are involved in the culinary arts in any capacity. Examples of this would include: Current or past students of culinary arts programs; chefs, cooks, bakers or pastry artists of restaurants, bakeries, cake shops, dining facilities; individuals who have a named business that sells pastries or cakes. Amateurs **may also** compete in the Professional Division if they feel their skills are comparable.

**Amateur:** The Amateur division consists of individuals over the age of 18 who are **NOT** involved in the culinary arts as a profession or who do not have an education in culinary arts. Amateurs would include individuals who bake cakes or pastries as a hobby only. Also, an amateur team may consist of an adult and up to two youth members (any age, as long as they are properly supervised).

**Youth:** The Youth division consists of individuals or teams that are in 5<sup>th</sup> to 12<sup>th</sup> grades. Adult supervision is necessary for youth that are younger than high school age; adults may only supervise and cannot contribute to the building or design of the gingerbread piece.

**Team Composition:** An individual who competes solo in the competition should designate himself or herself as the team leader on the application. Teams of up to three individuals may compete as well. Thus, teams of one, two or three people are acceptable. In the Amateur division, a team can consist of an adult and up to two children, two adults and one child, or three adults.

If a potential competitor is unsure of the division to choose, please contact Jayme Walters at Aurora at [jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org) or 812-428-3246.

*The identified team leader on the application will be the point of contact for all communication from Aurora.*

## **Competitor Sponsorships & Fees—NEW FOR 2012**

Different from 2011, each team will now be required to be sponsored by a group, school, or business.

### **Benefits of adding team sponsors:**

- Alleviates financial burden of entry fee to the teams. Teams are only responsible for buying their supplies.
- Teams get event t-shirts for free!
- Increases participation of community partners and businesses
- Promotional opportunity for businesses, groups and schools at a VERY affordable price (compared to other event sponsorship opportunities)
- Wider audiences are reached because businesses/groups will promote
- Increase revenue for Aurora in order to continue their mission to end homelessness

### **What does this mean for competitors?**

- Competitor spots will be filled much quicker and applications should be submitted as soon as possible.
- Competitors will be assigned a sponsor **UNLESS** the competitor already has one. If this is the case, notify **Aurora** as soon as possible. For example, owners of a bakery would want to take advantage of sponsoring their own team in order to market their business to potential and existing customers.
- If you own a business and you are competing but are not sponsoring your team, you are **not** allowed to display any advertising materials.

**A committee of staff and volunteers of Aurora are working to secure sponsorships for each of the 80 teams.** However, we encourage businesses, groups, and schools to sponsor themselves to take advantage of this great marketing opportunity—reaching 1000+ people from the local and regional area.

### **Team Sponsorship includes:**

- Payment of Entry Fee for the team
- T-Shirts for Competitors, including your Company Name on the back—TEAM “YOUR BUSINESS”
- Advertisement at the event in front of 1000+ visitors: Table banner and/or other small signage on competitors’ tables, brochures, flyers, and business cards
- Program and event sign listing

**Professional Team Sponsor - \$300**

**Amateur Team Sponsor - \$200**

**Youth Team Sponsor - \$100**

If interested in sponsoring your team or multiple teams, contact Jayme Walters at 812-428-3246 or [jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org).

## Competitor Prizes

Professional	Amateur	Youth	People's Choice
1 <sup>st</sup> - \$2,500 2 <sup>nd</sup> - \$1,250 3 <sup>rd</sup> - \$750	1 <sup>st</sup> - \$1,500 2 <sup>nd</sup> - \$750 3 <sup>rd</sup> - \$500	1 <sup>st</sup> - \$500 2 <sup>nd</sup> - \$250 3 <sup>rd</sup> - \$125	1 <sup>st</sup> in each division – Prize Package + Trophy

**NEW for 2012—People's Choice:** A People's Choice award will be given to one team in each division. Each team will be provided with jars on their tables and whichever team collects the most money from voters (visitors) will be awarded the People's Choice Award. All proceeds will be given to Aurora to help end homelessness. Teams are encouraged to invite as many friends and family as possible to increase their chances of winning in this division.

Winners will receive trophies and/or medals for their accomplishments. Also, winners will be displayed at Barnes & Noble in Evansville throughout the month of December. Winners receiving over \$600 will be asked to complete a Federal W-9 Tax Form prior to the receipt of their prize money.

## Schedule for Competition

7:00 a.m.	Doors open for competitors for registration and set-up.
7:45 a.m.	Briefing for all competitors.
8:00 a.m.	Building begins for all competitors. (6.5 hours for building)
9:30 a.m.	Doors open to the public.
2:30 p.m.	Building ends. Judging process begins.
4:00 p.m.	Judging ends.
4:30 p.m.	Awards ceremony begins.
5:00 p.m.	Doors close. Breakdown and cleanup begins.

## Registration

Competitors MUST check-in at the Competitor Registration Table no later than 7:40 a.m. on the day of event. Competitors must be ready for the briefing that begins at 7:45 a.m.

## Criteria for Judging

As the competitors will build their Gingerbread showpieces onsite, judging will occur the same day of the competition at 2:30 p.m.

The gingerbread showpieces will be judged on the following:

1. Theme (20 points) – The overall concept and uniformity of the showpiece.
2. Innovation (20 points) – The inventiveness and ingenuity of the theme, techniques used and overall appearance of the showpiece.
3. Execution (20 points) – The neatness and precision, as well as care put into the showpiece.
4. Creativity (20 points) – The artistry and imagination put into executing the theme.
5. Showmanship (20 points) – The general appeal of the showpiece.

**Total: 100 points**

Judges' decisions are final and not prejudiced by Aurora, its staff, volunteers or Board of Directors.

## Gingerbread Showpiece Specifications

**Size:** The gingerbread house should measure no more than 24 inches wide, 24 inches long and 24 inches high. The dimensions are important as tables measure only 30 inches wide and 8 feet long. Tables are provided. **A small space must be made at the end of each team's table to display team number and sponsor information.**

**Base:** The gingerbread houses must be mobile. Therefore, competitors should build their showpieces on a base. The type of base is not important as long as it is sturdy and will be able to hold the weight of the showpiece. The base should not exceed 24 inches wide and 24 inches long.

**Materials:** The overall majority of the gingerbread structure must be made of edible products. There is no limit on the type of edible products that can be utilized. The only exceptions to be made for non-edible materials: Toothpicks, Popsicle Sticks, Lollipop Sticks, and/or Straws. **NEW FOR 2012: Competitors may use battery operated functions. For example, if a competitor wants to light a window, they may use a small, battery-operated light.** *However, those using the non-edible exceptions should note this on their list of ingredients/components to be provided to the judges.* Also, those utilizing all edible components will likely receive more points than an opponent who did not. Competitors will be asked to make a list of items to provide to the judges on the day of the event prior to the judging process. Competitors may compose the list prior to the event, but it must accurately list what is actually used the day of event. Those utilizing craft kits that are store purchased must identify this on the ingredient list to be given to the judges.

**Construction:** Competitors **must bring all materials** to be ready to construct the gingerbread showpieces **ON-SITE**. Therefore, gingerbread and other elements that require cooking or baking must be completed prior and brought to event, as competitors **WILL NOT** have access to ovens or stoves on-site. Competitors are also encouraged to do some "detail" work beforehand if necessary. For example, if a competitor has trees, he or she may construct the trees. Nonetheless, no building on the showpiece base can occur until the competition has begun.

Electricity will be available; however, competitors must indicate on their applications if this is needed. Electrical outlets are limited and will be shared. Competitors should be respectful of this and understand that most everyone will utilize electricity at some point. If you plan to use electricity, you **MUST** bring an electrical extension cord. There will be some on-site, but not enough for every competitor.

Competitors may bring small appliances such as a stand-up or hand mixer, Dremel tools and hair dryers. Do not count on appliances being available for use. Toaster ovens are **NOT** allowed. If a competitor is unsure or has doubt about an appliance being acceptable, please contact Jayme Walters at Aurora ([jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org) or 812-428-3246). Any appliances deemed not appropriate will not be allowed at the competition; so it is in the competitor's best interest to get the appliance pre-approved. If the appliance is not approved prior to the event and is deemed inappropriate, it may inhibit the competitor's ability to produce their showpiece. Also, only one small appliance per team may be used at a time during the competition.

**Identification:** Competitors must provide Aurora with the name of the showpiece **by Friday, November 9, 2012** prior to the event in order to be included in the program. The description form will be mailed to the team captain upon acceptance, and it will also be available on the website. This is very important for the program and the visitors attending. Please be diligent in returning the information in a timely manner. Each competitor will have a Title Page and Competitor Number for the judging process supplied by Aurora.

**Display:** Competitors will be provided an appropriate-sized table cloth for covering for their display table according to their division (i.e. all professionals will have red cloths). This is an important part of the competitor's presentation and competitors must use what is provided.

## **Rule Changes or Additions**

In the event that a rule change or addition is required, competitors will be notified as soon as possible by email, phone or letter.

## **Cancellation of Competitors**

In the event that a competitor needs to withdraw from the competition, please provide two week notice so that another team may compete. If two weeks is not possible, please notify Jayme Walters by phone at 812-428-3246 as soon as possible.

## **This Event Benefits:**





## Competitor Application

Thank you for your interest in The Midwest Gingerbread House Competition! Please read the Competitor Rules prior to completing the Competitor Application. Submit one entry form per team; however, all team members must provide their signature agreeing to the rules and procedures of the event. Print and fill in all blanks.

Applications are due on **Friday, Nov. 2, 2012.**

**Team Leader Name:** \_\_\_\_\_  
First Last

**Mailing Address:** \_\_\_\_\_  
Street City State Zip Code

**Email Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Team Name (if applicable):** \_\_\_\_\_ **No. of Team Members:** \_\_\_\_\_

**Team Member #2 (if applicable):** \_\_\_\_\_  
First Last

**Team Member #3 (if applicable):** \_\_\_\_\_  
First Last

**School/Group/Business Representing (if applicable):** \_\_\_\_\_

### Competitor Category

Refer to the Competitor Rules to determine category.

**Please Circle:** Professional Amateur Youth

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### Team Sponsorship

Refer to the Competitor Rules for more information about Team Sponsorship. Teams are required to be sponsored.

Will your school/group/business be providing your sponsorship? YES or NO

If no, do you agree to be sponsored by another business and/or group? YES or NO

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### Electricity Availability

Electrical outlets are available but limited. Please be advised that competitors will be required to share outlets during the competition. Read Competitor Rules for more information about acceptable use of electrical tools. Indicate below your electrical needs to be placed accordingly.

**I need access to electricity:** YES NO

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### USE OF SHOWPIECE

Winners will be displayed at Barnes & Noble through end of December 2012. If you are not a winner, are you willing to donate your piece for the silent auction? YES or NO

### **Competitor Agreement**

By submitting the "Competitor Application" and providing your signature below, I am acknowledging and agreeing to the following:

1. Competitors will be chosen by the Aurora Gingerbread Committee. The application must be fully complete by providing accurate information and submitting the appropriate entry fee. Space is limited to 80 teams (35 Professional, 30 Amateur, and 15 Youth). Applications must arrive at 1100 Lincoln Ave., Evansville, IN 47714 no later than **Friday, Nov. 2, 2012**.
2. Winners of the event will have their pieces displayed through the holiday season; therefore, those pieces cannot be picked until after **December 31, 2012**. Pieces that are not obtained by competitors after that date will be disposed of properly.
3. All team members agree to follow named rules and procedures as outlined in the "Competitor Rules." Should any team member disregard the rules knowingly or unknowingly, the team and their entry will be disqualified from the competition.
4. Coverage of the event will include pictures and video for various media outlets. Therefore, photos and video of event, competitors and their entries may be used in a variety of methods internally and externally of Aurora, Inc. By participating in the competition, participants are granting permission to Aurora, Inc. use their personal image and image of their showpiece from the Midwest Gingerbread House Competition proceedings.
5. The Midwest Gingerbread House Competition is a fundraising event for Aurora, Inc. All proceeds, including team sponsorship fees, will be used to continue the organization's mission. Should the team make a charitable contribution beyond the sponsorship fee, the team must identify the individual who will receive the tax receipt at the end of the year.
6. Each team member must provide their name and signature below indicating they agree to the statements above. Participants in the Youth category must have signatures from guardians.

\_\_\_\_\_  
**Team Leader Print Name**

\_\_\_\_\_  
**Team Leader Signature**

\_\_\_\_\_  
**Team Member #2 Print Name**

\_\_\_\_\_  
**Team Member #2 Signature**

\_\_\_\_\_  
**Team Member #3 Print Name**

\_\_\_\_\_  
**Team Member #3 Signature**

\_\_\_\_\_  
**Date**



**Parental Signatures (If Applicable):**

I am hereby granting permission for my child to participate in the Midwest Gingerbread House Competition. I have read and fully understand and agree to the Competitor Rules.

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Name of Youth**

\_\_\_\_\_  
**Parent Name Printed**

\_\_\_\_\_  
**Parent Signature**

\_\_\_\_\_  
**Name of Youth**

\_\_\_\_\_  
**Parent Name Printed**

\_\_\_\_\_  
**Parent Signature**

\_\_\_\_\_  
**Name of Youth**

\_\_\_\_\_  
**Parent Name Printed**

\_\_\_\_\_  
**Parent Signature**

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**Submit Completed Applications by FRIDAY, NOVEMBER 2, 2012:**

Aurora, Inc.  
c/o Gingerbread Committee  
1100 Lincoln Ave.  
Evansville, IN 47714  
Email: [jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org)  
Fax: 812-428-3253

**For Questions, please contact Jayme Walters, Director of Development at Aurora, Inc.  
812-428-3246 or [jwalters@auroraevansville.org](mailto:jwalters@auroraevansville.org)**