



MARTINI SHAKE-OFF GENERAL GUIDELINES 2024

Participating Establishment: _____

Deadline to submit application for consideration
is August 20, 2024

Establishment will be notified of
Approval or denial.

Bartenders will concoct a signature cocktail with no more than 5 ingredients (excluding garnish and vodka) to be served throughout the event, which runs from 5:30 PM to 10:00 PM

Bartenders should be set up by 5:00 PM and be ready to make their signature cocktail for each of the five (5) judges. Bartenders are limited to no more than three (3) behind the bar. Bartenders are NOT comped a meal, but are able to purchase a meal for \$50 each.

Bartenders will use **ONLY** the vodka provided by the Chamber of Commerce.

Bartenders agree to collect tickets for each drink served. Complimentary cocktails are strictly prohibited. There will be an anonymous observer present to audit this. Failure to adhere to this guideline will result in being restricted from participation for the following two (2) years.

Participating bars will place provided signage on bar top with bar/establishment name, bartender name and ingredient list. Participating establishment agrees to keep their competition martini on their regular menu for at least 3 months following the event.

Bartenders will fully clean the area on and around their bar, remove debris from the site and dispose of it in the appropriate provided recycle, trash or compost bins. All belongings of the bar/establishment must be removed at the end of the event. Failure to do so will result in the loss of the deposit. **NOTE: This is a zero-waste green event. As such, it is imperative that all garnishments, swizzle sticks and/or drink decorations are completely recyclable or compostable.**

Bartenders will bring their container of tokens to the counting table at 9:00 PM to supervise the counting of their tokens for the People's Choice award.

Suggested attire for the event is Black Tie optional,

Bartender is to provide the name of the signature cocktail and list of ingredients along with bar/restaurant or establishment name to adam.hoffert@norcal.aaa.com no later than Sep 6, 2024

Bartenders agree to attend mandatory pre-event meeting on September 9, 2024 to review guidelines and how event works.

I agree to abide by the General Guidelines as described above.

Signature: _____ Title: _____ Date: _____



MARTINI SHAKE-OFF PARTICIPATION AGREEMENT 2024

Participating Establishment: _____

MARTINEZ CHAMBER OF COMMERCE WILL PROVIDE:

- Vodka (the primary spirit in your martini). No other brand of vodka may be used in consideration of our vodka sponsor
- Bar space at the event. The space is available on a first come, first serve basis. Set-up access will be after 12 - noon.
- Recognition in marketing and promotional materials including website, social media and printed materials
- Trophies for “people’s Choice” and judging panel’s first, second and third place winners.
- Signage on bar with a bar logo, drink ingredients and name of bartender(s)
- Containers to collect tokens from guests for the People’s Choice Award.
- 4 oz. Martini glasses will be provided. No other glasses may be used.
- Judging Categories.
- Event Chair contact is Adam Hoffert adam.hoffert@norcal.aa.com (925) 817-9111

PARTICIPATING ESTABLISHMENT (NAMED BELOW) AGREES TO PROVIDE:

Establishment Name: _____

- Participant agrees to submit a \$250.00 refundable deposit to secure participation in the event. This will also act as a good faith, cleaning deposit. If bartenders do not adhere to the cleaning guidelines specified in the General Guideline and additional clean-up is required by Chamber staff, the establishment will forfeit the deposit.
- Participant to provide logo upon submission of Deposit and Participation agreement. Forward the logo to adam.hoffert@norcal.aaa.com
- Bartender (minimum of 2 recommended) to mix and serve martinis,
- All items to make the martini other than the vodka, including shakers, strainers, mixers, garnishes, tip jar, towels, etc.
- Establishment agrees that all ingredients used in the cocktail must be considered “natural” and not artificial.
- Ability to make/serve approximately 500+ cocktails during the hours of the event, (based on previous attendance).
- Participant to provide logos, photos and/or video footage to be used in our pre-event marketing and promotion.
- Participating establishment also agrees to promote participation at event on its social media, acknowledging the Martinez Chamber of Commerce as the host.
- Participant agrees to adhere to the General Guidelines as provided in this package.



**MARTINI SHAKE-OFF
SPONSORED BY THE MARTINEZ CHAMBER OF
COMMERCE**

CREDIT CARD AUTHORIZATION FORM

CREDIT CARD DETAILS

Card type: VISA MasterCard American Express Discover Other

Cardholder's Name (as shown on the card)

Credit Card Number

CVV

Expiration Date

Zip Code

CONSENT

I, the undersigned cardholder, authorize the merchant known as Martinez Chamber of Commerce to charge my credit card for purchases related to goods and services. I agree that my information may be saved by the merchant for future payments and understand that this can be revoked at any time upon request.

Cardholder's signature

Date signed

Chamber staff: Affix credit card receipt, take copy for bookkeeper and file. Scan and send to cardholder's email. Create invoice and put with establishment's package.