

2015 FRY-TEAM INFORMATION



CAHABA RIVER
FRY-DOWN
fish fry competition + festival

COME DOWN, GET DOWN, FRY-DOWN!

CAHABA RIVER FRY-DOWN presented by AMEREX, benefitting the Cahaba River Society

Sunday, October 11, 2015 | 12pm – 4pm | Railroad Park | Birmingham, AL

\$20 donation for adults, kids 12 and under free

The Cahaba River Fry-Down is a celebration of the Cahaba River – our region’s primary drinking water source and a treasure trove of biological diversity. The principal fundraiser for the Cahaba River Society, Fry-Down is a competitive cook-off surrounded by a party! The goals of this fun, unique event are to build more support for Cahaba conservation, explore the relationship between water quality, habitat, and drinking water, and build new partnerships to sustain our work to ensure a healthy future for the river.

FISH FRY COMPETITION

We call it a fish fry-off, but teams are encouraged to prepare the catfish in any way they choose. Guests have enjoyed fish cold-smoked, grilled, sautéed – lots of creative and varied presentations. Corporate and community team creations are evaluated by a panel of high-profile judges, led by George Sarris of the Fish Market on Southside and Yellow Bicycle Catering.

The Fry-Down is gaining a reputation as a culinary event, and a great addition to the Birmingham metro foodie movement. It is unique in that there are no other area events including team catfish competition and crowd tasting. Attendees are encouraged to sample all offerings and vote for Crowd Favorite.

Other awards include Most Creative, Best Presentation, Skinniest Fish, Ken Bowen Team Spirit Award, Best Side Dish, Miss Congeniality, and more.

ACTIVITIES/OTHER FEATURES

Beer Garden, sponsored by the CRS Tributary Board, and featuring local craft breweries
Live music

Games for all ages – educational and otherwise – including a climbing wall, Bocce Ball, Corn Hole, Disc golf putting competitions, and much, much more.

2015 CAHABA RIVER FRY-DOWN REPORT

**47 Sponsoring Organizations | 11 Fry Teams | 500+ In Attendance
100+ Volunteers**

COMPETITION TEAM ENTRIES

Support Cahaba protection and enjoy a fine, delicious day with colleagues and friends at Birmingham's beautiful Railroad Park!

CORPORATE & PRO TEAM SPONSORSHIP

\$550

- ~ Free admission for 8 team members.
- ~ Your team will be provided (1) 10' x 10' canopy, and (2) 6' tables.
- ~ Your team will be allowed to hang a banner at the Fry-Down.
- ~ Your team will be recognized at our annual meeting, on the Cahaba River Society website and Fry-Down websites (with links to your company's website) and in post-event media.
- ~ You will be able to use event materials in your company's advertising (content subject to approval by the Cahaba River Society).



COMMUNITY TEAMS

\$250

- ~ Free admission for 8 team members.
- ~ Your team will be provided (1) 10' x 10' canopy and (2) 6' tables.
- ~ Your team will be allowed to hang a banner at the Fry-Down.
- ~ Your team will be recognized at our annual meeting, on the Cahaba River Society and Fry-Down websites (with links to your group or personal website) and in post-event media.
- ~ You will be able to use event materials in your group/organization's advertising (content subject to approval by the Cahaba River Society).



We provide the catfish and you fix it any way, fried, sautéed, grilled etc., for the judges and tasting by the crowd. We provide a tent, table and serving ware, you bring your cooking equipment (no electricity!), sides & fixin's.

Vie to win unique trophies for awards such as Best Overall, Best Flavor, Most Creative, Skinniest Fish, Best Presentation, Most Team Spirit, Crowd Favorite, and others.



2015 CAHABA RIVER FRY-DOWN

FRY COMPETITION INFORMATION AND APPLICATION

We are currently accepting applications for fry-teams.

Metro area businesses, restaurants, community organizations, church groups, families and groups of friends are all encouraged to participate. We anticipate a large crowd and lots of fun for the whole family at Birmingham's beautiful Railroad Park.

FRY COMPETITION INFO

Our competition will have a community feel to it. This competition is meant to showcase the spirit of each company/organization, so we encourage you to enjoy yourselves and use this event as a great team building and/or marketing opportunity.

Prizes will be awarded for a wide-range of categories, such as Best Overall, Crowd Favorite, Team Spirit, Most Creative, and more. Teams do not need to limit themselves to fried applications; we encourage you to prepare it fried, grilled, or sautéed—whatever fits your fancy!

The competition will include a panel of high-profile judges who will lead the scoring. Each team will receive the final rules well before the competition. You can expect these and more categories:

BEST FLAVOR: An obvious component of any culinary competition. This is self-explanatory. Make the food taste wonderful.

MOST CREATIVE: Give us more than U-12 Boiled Shrimp Cocktail on-ice with a cup of cocktail sauce just made from ketchup and horseradish. Get creative! Do something that tells us who you are and what a community fish fry means to your team.

CROWD FAVORITE: Fry-Down attendees will have the pleasure of sampling fry team flavors! One doubloon will be given to each guest. Invite lots of friends to attend the event = more votes for you! The team which acquires the most doubloons will be the "Crowd Favorite." (See "GUEST TASTING INFO" for more information.)

BEST PRESENTATION: This one includes everything about your team – your team name, your secret weapon, even your team "uniforms," hats, and the presentation of your plated food to the judges. Have fun, and we bet this one will influence People's Choice as well!

BEST OVERALL: This one combines Best Presentation with Best Flavor. You need to look good and taste good!

SKINNIEST FISH: Can good fish be good for you? We're sure you can create a delicious, healthy recipe.

TEAM SPIRIT AWARD: We've got spirit, yes we do! Show us your team spirit!

GUEST TASTING INFO

In addition to the juried competition, teams will offer samples for attendees. Samples should include a bite-size portion of fish and/or side item, and will be provided on first-come, first-served basis. Serving cups will be provided. Teams should be prepared for crowd sampling at the start of the event (12pm). Time for serving the judges is to be announced.

WHAT WE WILL PROVIDE

- The fish you will prepare for tasting & judging
- Serving pieces for presentation to judges
- Paper sample cups for crowd tasting
- Eight free admission passes for Fry-Team members, valued at \$20 each.
- (1) 10x10 Tent
- (2) 6' tables (one prep/one service)
- A potable water source near the fry competition area
- Basic sign with your team name
- Your team's profile will be featured on the Fry-Down website
- Your team's name will appear on 2015 Cahaba River Fry-Down marketing & advertising communications and you will be recognized by the Cahaba River Society in our Annual Report. (Corporate Teams – we will post links to your company's website)
- You will be able to use event materials in your company's advertising (content subject to approval by CRS)



WHAT WE DO NOT PROVIDE

- No electric power, water or gas hookup provided to teams
- Chairs – we are certain yours will be much more comfortable than metal chairs on a hot day!

WHAT YOU WILL PROVIDE

- All spices, batter mix, side dishes – e.g. all food except the fish
- All cooking equipment, gear & utensils, unless you request a fry setup (above)
- Any tent decorations & uniform/costumes
- Your company can hang a banner at your assigned Fry-Down tent

ADDITIONAL GUIDELINES

Please use foodservice gloves when preparing and plating your dishes, and ensure that all items are cooked properly and at safe temperatures.

CRS Staff will schedule a meeting for all team leaders approximately 2 weeks prior to the Fry-Down to review rules, regulations, etc.

All questions should be directed to Kim Adams: kim@cahabariversociety.com





2015 CAHABA RIVER FRY-DOWN FRY TEAM APPLICATION

*FULL BALANCE IS DUE WITH APPLICATION.

Submit application & make check payable to:

Cahaba River Society, 2717 7th Ave. S.,
Ste. 205, Birmingham, AL 35233

or

submit application via email at kim@cahabariversociety.org and call Kim Adams, 205-322-5326,
with credit card payment and to confirm application receipt.

APPLICATIONS ARE DUE NO LATER THAN September 15, 2015!

APPLICATIONS ARE NOT COMPLETE WITHOUT PAYMENT AND SIGNED LIABILITY RELEASE

1. I acknowledge that I am independent from Cahaba River Society (CRS).
2. FRY-DOWN is a rain or shine event. No refunds. No water, gas or electricity connections will be provided by CRS. The location of all fry teams will be assigned by CRS.
3. CRS is not responsible for any lost, stolen, or damaged property while at FRY-DOWN.
4. I acknowledge that at least one person from the team will attend the pre-event meeting with CRS staff.

FRY-TEAM NAME (PRINT): _____

TEAM MEMBERS (LIST): _____

TEAM SECRET WEAPON (*Your creative spark!*)

TEAM CONTACT PERSON'S NAME _____

CONTACT PHONE PRIOR TO EVENT# _____

CONTACT CELL NUMBER FOR DAY OF EVENT # _____

CONTACT EMAIL _____

SIGNATURE _____ **DATE** _____

TEAM REQUESTS: _____ (1) 10X10 TENT _____ (2) 6 ft. TABLE

ADDITIONAL REQUESTS:

ENTRY FEES:

_____ \$550 – Corporate Entry Fee

OR

_____ \$250 – Community Team Entry Fee

_____ **Total Enclosed**

Questions? Contact Kim Adams, kim@cahabariversociety.org & 205-322-5326 ext. 418



2015 CAHABA RIVER FRY-DOWN

RELEASE OF LIABILITY (Read before signing)

IN CONSIDERATION OF being permitted to participate in the Cahaba River Society Fry-Down event, I do for myself, company, legal representatives, heirs and assigns, hereby release and discharge the Cahaba River Society, its officers, directors, employees, members, volunteers and event coordinators (hereinafter "Releasees") from any and all liability, loss, damage, action, cause of action or claim resulting therefrom, on account of injury or damage, whether caused by the negligence of the Releasees or otherwise, while participating in said event.

I do hereby assume full responsibility for the risk of injury or property damage while participating in the event. Further, I hereby waive any claims, causes of action, actions or liability against the Releasees as a result of the event.

(Please sign below. If you are signing on behalf of a company or organization, please indicate the company or organization name and your title)

IN WITNESS THEREOF, I have executed this Release, on this date _____.

Company / Organization Name: _____

Your Name & Title (print please): _____

Your Signature: _____

WE ARE ANTICIPATING A GREAT EVENT, AND LOOK FORWARD TO SEEING YOU THERE!