



Anthony Verano | Live Event Manager
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WHAT IS WING WARS?



Wing Wars will bring together the best wings in the Hudson Valley to the Orange County Fairgrounds in Middletown on February 1st from 5 till 9pm. Attendees will be given an evening full of contests, food, music and fun. Local restaurants will compete for the title of "Hudson Valley's Best Wings", determined by a panel of culinary expert judges. The Grand Champion will be awarded a \$5,000 advertising credit with Townsquare Media of the Hudson Valley! Attendees will sample the wings, and then vote for your favorite in the People's Choice Award competition.

Attendees will enjoy live music and delicious beer. Tickets are \$25 in advance and each attendee will receive 15 wings to sample per ticket. If attendees would like to sample more wings, additional tickets will be available to purchase.



MEET OUR NEW COOKING TEAM & MANAGER



Food Network Chopped Champion, BBQ Circuit Champion, & Author Ed Randolph from Handsome Devil BBQ along with his team will be taking over our cooking duties at Hudson Valley Wing Wars.

Ed Randolph is the creative entrepreneurial force behind the successful Handsome Devil LLC a brand that delivers consistent traditional BBQ, offering exceptional food and beverage experiences for guests whether at their storefront or at a 100,000 person event. The founder and managing member of the New York-based company provides bold brand leadership with a clear sense of purpose, combined with a high level of enthusiasm to deliver products that are well-received by consumers, investors, and the industry alike.

Ed and his team will prepare and cook the wings for all participating restaurants and manage the process of getting these wings out to the restaurants in a timely manner. Wings will be prepped then cooked in his massive trailer ovens in advance and kept warm then flash fried before being available for restaurants to take back to their booths to sauce.

Restaurants will have the option to fry their own wings on their own equipment outside, under the supervision of Ed and within the guidelines of the Fire Inspector. Ed's team will just verify that prepared wings are up to temperature before being dispersed to the crowds.



TITLE SPONSORSHIP

VALUE: \$20,000+

INVESTMENT: \$5,000



ON AIR

- **Category Exclusivity** (non-restaurant)
- **Business Name inclusion** in a minimum of (400) rotating pre-recorded promotional spots across WPDH, WRRV, THE WOLF, & NOW 97.7
- **Business Name inclusion** in a minimum of (400) live mentions across WPDH, WRRV, THE WOLF, & NOW 97.7.



ONLINE

- **Logo placement** on event website with click through URL.
- **Logo placement** on event website site skin.
- **Included in a minimum of 300** streaming promos running across WPDH, WRRV, THE WOLF, & NOW 97.7



ON SITE

- **Logo inclusion** in all event marketing materials such as flyers, posters, etc.
- **20' x 10' on-site booth space** (table supplied)
- Opportunity to display banners (client supplied)
- 10 complimentary tickets to the event

TERMS AND CONDITIONS: All payments are due prior to the event. If such payments are not received your registration is subject to automatic cancellation. If your registration is cancelled due to non-payment you may be prohibited from participating in future events, at TSM's sole discretion. Vending spaces are non-cancellable. Payments must be made up front to be included on the website and promotional materials. Cancellation before the scheduled event, for any reason, will result the client being responsible for paying the entire investment. Booth assignments will be made at the sole discretion of TSM and no locations are guaranteed. By signing below you acknowledge that you have read, understand and agree to the terms set forth in this contract and that you are entering into this contract knowingly.

Accepted By (Print): _____

Title: _____

Signature: _____

Date: _____



WET NAP SPONSORSHIP

VALUE: \$9,000+

INVESTMENT: \$2,500
1 Wet Nap Sponsorship Available



ON AIR

- **Business Name inclusion** in a minimum of (200) rotating pre-recorded promotional spots across WPDH, WRRV, THE WOLF, & NOW 97.7. **Multiple Promotional Spots will run, not all sponsors will be included in each spot*
- **Business Name inclusion** in a minimum of (200) live mentions across WPDH, WRRV, THE WOLF, & NOW 97.7.



ONLINE

- **Business Name inclusion** on event website with click through URL
- **Business Name inclusion** in a minimum of 1,000 streaming promotional spots across WPDH, WRRV, THE WOLF, & NOW 97.7.



ON SITE

- **Business Name inclusion** in all event promotional materials such as flyers, banners, etc.
- **10' x 10' on-site booth space** (table supplied)
- One color client logo imprinted on the first **1,000 wet naps** handed out.
- 5 complimentary tickets to the event

SALE

TERMS AND CONDITIONS: All payments are due prior to the event. If such payments are not received your registration is subject to automatic cancellation. If your registration is cancelled due to non-payment you may be prohibited from participating in future events, at TSM's sole discretion. Vending spaces are non-cancellable. Payments must be made up front to be included on the website and promotional materials. Cancellation before the scheduled event, for any reason, will result the client being responsible for paying the entire investment. Booth assignments will be made at the sole discretion of TSM and no locations are guaranteed. By signing below you acknowledge that you have read, understand and agree to the terms set forth in this contract and that you are entering into this contract knowingly.

Accepted By (Print): _____

Title: _____

Signature: _____

Date: _____



SUPPORTING SPONSORSHIP

VALUE: \$5,000+

INVESTMENT: \$1,500

MULTIPLE SPONSORSHIPS AVAILABLE



ON AIR

- **Business Name inclusion** in a minimum of (100) rotating pre-recorded promotional spots across WPDH, WRRV, THE WOLF, & NOW 97.7. **Multiple Promotional Spots will run, not all sponsors will be included in each spot*
- **Business Name inclusion** in a minimum of (100) live mentions across WPDH, WRRV, THE WOLF, & NOW 97.7.



ONLINE

- **Logo placement** on event website with click through URL.
- **Included in a minimum of 50** streaming promos running across all TSM Hudson Valley Stations (minus Juan)



ON SITE

- **10' x 10' on-site booth space** (table supplied)
- Opportunity to display banners (client supplied)
- 2 complimentary tickets to the event

TERMS AND CONDITIONS: All payments are due prior to the event. If such payments are not received your registration is subject to automatic cancellation. If your registration is cancelled due to non-payment you may be prohibited from participating in future events, at TSM's sole discretion. Vending spaces are non-cancellable. Payments must be made up front to be included on the website and promotional materials. Cancellation before the scheduled event, for any reason, will result the client being responsible for paying the entire investment. Booth assignments will be made at the sole discretion of TSM and no locations are guaranteed. By signing below you acknowledge that you have read, understand and agree to the terms set forth in this contract and that you are entering into this contract knowingly.

Accepted By (Print): _____

Title: _____

Signature: _____

Date: _____



NON-RESTAURANT BOOTH

VALUE: \$1,000+

INVESTMENT: \$300



ON AIR

- Included in various ad-libs on air about the event.



ONLINE

- **Logo placement** on event website with LANDING PAGE which include a click through URL, opportunity to display photos, contact information and business write-up. If nothing is supplied, we will pull items off of your website/social media.



ON SITE

- **10' x 10'** on-site booth space (table supplied)

TERMS AND CONDITIONS: All payments are due prior to the event. If such payments are not received your registration is subject to automatic cancellation. If your registration is cancelled due to non-payment you may be prohibited from participating in future events, at TSM's sole discretion. Vending spaces are non-cancellable. Payments must be made up front to be included on the website and promotional materials. Cancellation before the scheduled event, for any reason, will result the client being responsible for paying the entire investment. Booth assignments will be made at the sole discretion of TSM and no locations are guaranteed. By signing below you acknowledge that you have read, understand and agree to the terms set forth in this contract and that you are entering into this contract knowingly.

Accepted By (Print): _____

Title: _____

Signature: _____

Date: _____



WING CONTEST BOOTH REGISTRATION FORM

TSM AE:

AS A WING CONTEST BOOTH REGISTRANT, IT WILL PROVIDE YOU TO A 10X10 BOOTH ON SITE, 500 WINGS PROVIDED TO YOU EITHER RAW OR ALREADY COOKED, RESTAURANT LISTING ON THE WEBSITE WITH LINK, LOGO, AND WRITEUP – PLUS ON SITE COOKING FOR ALL WINGS UNLESS YOU CHOOSE TO PREPARE YOUR OWN.

RESTAURANT NAME: _____

CONTACT NAME: _____

CONTACT PHONE: _____

CONTACT E-MAIL: _____

PLEASE SELECT WING CATEGORIES YOU WOULD LIKE TO BE CONSIDERED FOR:

(You can adjust these entries as needed)

HOTTEST WING TRADITIONAL BUFFALO WING MOST CREATIVE BBQ SWEETEST WING MOST EXOTIC

I UNDERSTAND THAT I AM RESPONSIBLE FOR OBTAINING A TEMPORARY FOOD SERVICE PERMIT FROM THE ORANGE COUNTY DEPARTMENT OF HEALTH AND ABIDING BY ALL GUIDELINES SET FORTH BY THE ORANGE COUNTY DEPARTMENT OF HEALTH. WE WILL ALSO PROVIDE AN INSURANCE CERTIFICATE NAMING TOWNSQUARE MEDIA, 2 PENDELL ROAD, POUGHKEEPSIE, NY 12601 AS ADDITIONAL INSURED.

By signing below you acknowledge that you have read, understand and agree to the terms set forth in this contract and agree to pay vending fees and provide wings as outlined above:

SIGNED: _____ DATE: _____

PRICING:
OC FAIRGROUNDS 2/1:
\$250 PLUS EXTRA WINGS
(suggested amount 500)
ALL PARTICIPATING RESTAURANTS WILL BE PROVIDED WITH A LANDING PAGE WITH OPPORTUNITY TO DISPLAY PICTURES AND WRITE UP. ADDITIONALLY ALL RESTAURANTS WILL BE ROTATED IN OVER \$50,000 IN ON AIR ADVERTISING BY NAME MENTION.

TERMS AND CONDITIONS: All payments are due prior to the event, or being listed on the website. If such payments are not received, your registration is subject to automatic cancellation. If your registration is cancelled due to non-payment you may be prohibited from participating in future events, at TSM's sole discretion. Vending spaces are non-cancellable. Payments must be made up front to be included on the website and promotional materials. Cancellation before the scheduled event, for any reason, will still require you to be responsible for paying the agreed upon investment. Booth assignments will be made at the sole discretion of TSM and no locations are guaranteed. If vendor fails to show to event, vendor will be charged a cancellation fee equal to that of the investment level.



WHAT WE PROVIDE:

- Booth space
- Table
- Restaurant landing page at hudsonvalleywingwars.com with link, logo, and write up
- Promotion of Event
- Wings (where applicable)

SET-UP AND TEAR DOWN:

Set Up

- Event set-up will start at 12pm on Saturday February 1st.
- All vendors are expected to be open for business by 4pm.

Tear-Down

- Vendors may begin tearing down at 9pm.

Food Safety:

All food vendors whether selling or sampling food need to obtain a Temporary Health Permit from the Orange County health department.

INSURANCE CERTIFICATE:

All vendors need to provide an insurance certificate naming Townsquare Media 2 Pendell Road, Poughkeepsie, NY 12601 as additional insured.

**ONE LUCKY RESTAURANT
WHO HAS THE BEST WING AS
JUDGED BY OUR JUDGES WILL
BE AWARDED A
\$5,000 ADVERTISING CREDIT
AND BE CROWNED “KING OF
THE WING” IN THE HUDSON
VALLEY!**



Restaurant Informational Outline

- We'll start out each restaurant with 500 wings (that is unless you want to use your wings, which you can do). You will need **at least** 1,500 wings to last throughout the event, so you will need to bring additional wings prepared to the event. As the event goes on, we will provide you with additional wings above the 500 until we are out of our supply. So we ask that you bring around 500 wings of your own.
- We can warm your non-sauced/non-marinated wings up in our fryers, so don't sauce them until we have them warmed up for you. Our wings will be provided by Handsome Devil BBQ. You will have the option of picking up the wings uncooked earlier in the week, preparing them at your location, and bringing them already cooked to the event. If pre-cooked you must keep them warm in sterno warmer. You will also have the option to have the wings provided to you on site already cooked. The on site cooked wings will be cooked and fried by the Handsome Devil BBQ team. You will then just add your sauce and disperse.
- Each restaurant will be responsible for keeping their wings hot, so bring your sternos, etc.
- **Each restaurant is also responsible for obtaining a proper certificate from the Orange County Health Department.**
- **If you would like to prepare you wings and cook them onsite yourself, please reach out to Anthony Verano, the Live Event Manager to review the process. Anthony.Verano@townsquaremedia.com, 845-471-1500 ext. 1048.**



For Temporary Food Service Permits:

- In order to get a full understanding of the requirements for a Temp. Food Service, please review the [New York State Sanitary Code Part 14, Subpart 14-2](#).
- For a quick review of temp. food service requirements, please review the Temp Food checklist and Hand washing set up see attached file (Temp food checklist and hand washing set up).
- Once you are ready, you can apply for a permit with the [Commercial Temporary Food Service Application](#) or the [Noncommercial Temporary Food Service Application](#). Please fill out EVERY question with as much information as possible. If any question is left un-answered the permit cannot be issued without follow up. Please include proof of worker's compensation insurance, proof of disability insurance, and, if you are preparing food offsite, a copy of the license or permit for the facility in which food will be prepared. For instructions on obtaining a CE-200 form (certification of exemption from worker's compensation and/or disability insurance) see attached file (CE-200 Instructions).
- Keep in mind that processing applications can take up to two weeks. Complete applications not received in a timely manner may be subject to late fees.
- For more information you can review [Temporary Food Service FAQs](#).
- *** Starting January 2017, applications not received within five (5) business days prior to the event shall be subject to a \$100 expedited processing fee. Applications not received at least two (2) business days of the event shall be subject to a \$200 expedited processing fee. These fees will apply to all applications, including those normally fee exempt.*
- . If you are submitting the application for the week of the event be aware there will be expediting fees that will incur. See below for the expediting fee schedule.
- 5 **BUSINESS** days before the event- \$75 for permit
- 4-3 **BUSINESS** days before the event- \$75 for permit + \$100 expediting fee
- 2-1 **BUSINESS** day(s) before the event-\$75 for permit + \$200 expediting fee

To obtain this information along with the Temporary Food Service Application, please visit this following link which is password protected. The password is WW2020: <http://HUDSONVALLEYWINGWARS.COM/restaurant-food-service-permit-details/>

Or visit: HudsonValleyWingWars.Com > Participate > Restaurant Only Details



HOLD HARMLESS AGREEMENT AND LIABILITY RELEASE

_____ (“Vendor”) hereby agrees that it will not hold liable Townsquare Media, radio station(s) WPDH-FM, WPDA-FM, WRRV-FM, WRRB-FM, WCZX-FM, WKXP-FM, WZAD-FM, WEOK-AM, OME EVENTS, Orange County Fairgrounds, City Of Middletown, Town of Wallkill, and their parent companies, subsidiaries, affiliates, members, directors, officers, employees and agents (the “Townsquare Media Parties”) for any loss, injury or damage to Vendor’s property or the Vendor’s employees, representatives or agents, due to fire, theft, accidents, or any cause whatsoever that may arise or occur in connection with their participation in Wing Wars 2020 at the Orange County Fairgrounds, Middletown on 2/1/2020.

Vendor hereby covenants and agrees to indemnify and hold harmless the Townsquare Media Parties, from and against any and all claims, liabilities, losses and costs (including reasonable attorneys’ fees) arising from or in connection with Vendor’s participation in the Event (meaning, without limitation, Vendor’s acts and omissions or the acts or omissions of Vendor’s employees, affiliates or representatives) and any products and services provided by Vendor in connection with Wing Wars 2020.

Business Name: _____

Signature: _____

Print Name: _____

Title: _____

Date: _____