

Best at Home Celebration - 2021

The **Best at Home Celebration Award** is defined as an event that was designed as a drop of event for groups or families who were quarantining together at home examples would be Easter Brunch, Mother's Day, TGIF Cocktail Hour. The Best At Home Celebration would allow clients to still celebrate those special times while being confined to home. **This category is not an award for an event planner or event designer.** The caterer should be responsible for the original menu concept, design and management of catering production. **The Best at Home Celebration must have taken place between Jan. 1 and Dec. 31, 2020.**

Entries should be formatted as follows:

1. Include name of the Category, Name of the Product/Event, 100-word maximum synopsis of the entry.
2. A 1000-word maximum description addressing the following:
 - Describe the concept in creating the **Best at Home Celebration** including goals and objectives.
 - Describe how you created the menu to enhance the occasion being celebrated.
 - Detail the production of the menu for ease of execution at home by client
Detail the packaging used to both enhance and to ensure the safety of the meal.
Detail any additions to the package that would enhance the experience i.e. florals or games
 - Describe any challenges or obstacles and how they were overcome.
3. Collateral to include photographs and key recipes. Include photos of the **Best at Home Celebration** in production and where possible as a finished product ready to be sent. Maximum number of photos is 10 and they must be at least 300 dpi at 8x10. A collage may be used and will count as one photo
4. Your entry does not need to be anonymous. This is a blind judging and judges will score your entry based on your submittal only.

Entry should include copies of the following supporting documents: Update section below as you see fit

- Final menu and key recipes (minimum 5 recipes)
- All design production documents
- Marketing materials used
- At least one testimonial from a happy client

CATIES Official Rules

By submitting an entry, each entrant agrees to the official rules and warrants that his or her entry complies with all requirements in the official rules.

By entering the Contest, entrant represents, acknowledges, and warrants that the submitted photographs/images are an original work created solely by the entrant, that the images do not infringe on the copyrights, trademarks, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the images.

If the images contain any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the images, the entrant is responsible for obtaining, prior to submission of the image, any and all releases and consents necessary to permit the exhibition and use of the photograph by ICA without compensation.

Winners will be chosen by ICA or judges selected by ICA, in their sole discretion. Winners will be notified by ICA. All decisions by ICA and/or the judges are final and binding.

By entering the Contest, all entrants grant an irrevocable, perpetual, worldwide non-exclusive, royalty-free license to ICA, to reproduce, distribute, display and otherwise use the images in connection with the Contest and promotion of the Contest, in any media now or hereafter known. Additionally, by entering, each entrant grants to ICA the unrestricted right to use all statements made in connection with the Contest, and the names, personal data, pictures or likenesses of Contest entrants, or choose not to do so, in its sole discretion.

Judging Criteria and Scoring Values:

- Menu design and how it relates to the event: **20 points**
- Ease of menu execution for client: **10 points**
- Packaging design and effectiveness: **10 points**
- Achievement of goals: **10 points**
- Effectiveness of meeting challenges: **10 points**
- Recipes: **15 points**
- Overall Impression: **25 points**