

Front Line Hero Program or Effort - 2021

The **Front Line Hero Program or Effort** is defined as a program that was created during the COVID-19 pandemic to support local Front Line Heroes. This caterer has risen to the challenge during the COVID-19 pandemic and has gone beyond the ordinary to the extraordinary in their support of those who need it most, showcasing the true meaning of kindness and philanthropy.

This category is not an award for an event planner or event designer. The caterer should be responsible for the original concept or collaboration, execution and management of the program and effort. Excluding the culinary component, the caterer may collaborate with local non-profit organizations to help execute and produce additional marketing efforts. As long as, it is the caterer's vision that is being implemented from concept to completion. Specific examples of the program/efforts must be included as well as letters from the recipients on the front line explaining what it meant to them to be on the receiving end of this kindness.

The Front Line Hero Program or Effort must have taken place between Jan. 1 and Dec. 31, 2020.

Entries should be formatted as follows:

1. Include name of the Category and 100-word maximum synopsis of the entry.
2. A 1000-word maximum description addressing the following:
 - Describe the concept in creating the **Front Line Hero Program or Effort** including goals and objectives
 - Describe the fundraising efforts to help subsidize and keep these efforts alive throughout the pandemic
 - Describe the qualities that make this **Front Line Hero Program or Effort** unique
 - Detail the production of the **Front Line Hero Program or Effort**
 - Describe any challenges or obstacles and how they were overcome
3. Collateral to Include photos of the **Front Line Hero Program or Effort** in production and during service/delivery. Maximum number of photos is 15 and they must be at least 300 dpi at 8x10. A collage may be used and will count as one photo
4. This entry is NOT anonymous and may include reference or pictures of your company identifiers.

Entry should include copies of the following supporting documents:

Event Contract (This is required to document your scope of services with the client. Please delete all references to charges and fees for the event in addition to any references to your company.)

- Example Menu and key recipes (minimum 3 recipes)
- Provide 2 letters from unique Frontline recipients (hospitals, police, fire department etc.) that benefitted from your efforts.
- Packaging design and specific touches that made your efforts unique

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:

- The overall concept: **25 points**
- Design, Presentation and how they relate to or impact the program: **15 points**
- Effectiveness of program: **15 points**
- Achievement of goals: **10 points**
- Effectiveness of meeting challenges: **10 points**
- Overall Impression: **25 points**