



Concerts
—  &  —
CUISINE
THE GALA



Sunday, June 2, 2024; 5:00 PM
Madison Marriott West

CHEF PARTICIPATION SIGNUP



Chef Participation Signup

Concerts & Cuisine Gala

***Sunday, June 2, 2023; 5:00 PM; Madison Marriott West
Event Co-Chairs: Susan & Jonathan Lipp***

What is the Event?

Concerts & Cuisine is the gala fundraiser for the Wisconsin Chamber Orchestra. 450–600 guests will attend to sample some of the best food in Wisconsin, win auction prizes, and celebrate Concerts on the Square! Join 25+ amazing chefs, each offering their best to event guests and a panel of expert judges.

Last year's event included Cadre, Caracas Empandas/Arepas, DelecTable, Double Cut Steak House, Driftless Café, Heritage Tavern, Imperial Garden, Jardin, L'Etoile & Graze, Le Personal Chef, Chef Dave Heide, Lucille, Merchant, & Amara, Marigold Kitchen, Nani Restaurant, RARE Steakhouse, Ruth's Chris Steakhouse, SASS, Tavernakaya, The Statehouse, and Wollersheim Bistro

Benefits:

Participating in Concerts & Cuisine, you will have an opportunity to expose your abilities and business to potential high-value customers. With expert judges and an at-event award ceremony, achieve wide acclaim for your abilities, plus bragging rights for the year. It's an opportunity to shine face-to-face with an adoring crowd. In addition to a marketing opportunity for your business, it's a chance to have some fun!

- Recognition of you/your restaurant in printed event program and throughout the event
- Exposure to hundreds of people who have paid \$150–\$25,000 to sample your food and get to know you.
- A stipend of \$1.00 per guest will be paid, with a minimum amount of \$400.00 for the event. Periodic updates on the number of guests will be sent to each Chef.

Requirements:

- An appetizer, mini-entrée, or dessert for approximately 2/3 of attendees. We expect 450–600 guests. Based on previous experience, on average, 75% of the attendees will sample each Chef's food, so the number of portions (sample-sized) should reflect that ratio.
- A table display to appeal to the crowd and attract samplers to your location.
- The food is to be prepared off-site for serving at the event.
- Insurance coverage is necessary for relevant off-site food service.
- Personnel necessary to staff your table throughout the 4:30–7:30 PM judging and serving time.

Specifications:

- Two 8-foot tables are provided; one front and one back.
- Black tablecloths for both tables will be provided if needed. You may want to decorate your table differently—just let us know.
- At least one electrical outlet will be available for your station.
- Disposable plates, bowls, napkins, and utensils will be provided.
- Participating chefs should have handouts and business cards for their business on display.

Schedule:

Setup	3:00 to 4:30 PM
Judging	4:30 PM
Serving	5:30 to 7:30 PM
Tear down	7:30 PM
Awards	8:30 PM

Count Me In!

Please indicate the preferred course(s) you wish to serve and give a brief, detailed description for the official program. Only one item is required, but if more than one item is provided, all will be judged.

Enter as many categories as you wish.

Please print clearly – thank you!

Judges will sample all provided dishes to award the coveted **Silver Tray** award based on four criteria: Taste, Appearance, Aroma, and Creativity. We encourage the chef to stay for awards and photographs at the event!

Select your choice(s):	Appetizer	Entrée	Dessert
Description:			
Select your choice(s):	Appetizer	Entrée	Dessert
Description:			

Please indicate what your needs/requirements will be:

- I will require ice (on-site refrigeration is not available)
- I will require electricity (maximum of two 110-volt outlets)
 - You are required to bring your own extension cords (at least 25' recommended) and power strips (if needed).
- I will require two black tablecloths
- I will require plates or bowls (please circle one or both)
- I will require plastic forks, spoons, or knives (please circle each needed)

DEADLINES:

March 1, 2024 – Confirm your participation before this date to have your restaurant listed in the invitation going out to approximately 7,000 households.

April 15, 2024 – Menu descriptions and Name and Title due by this date to be included in the printed event program.

Continued on the next page →

Your information

Title: _____ Name: _____

Business or Restaurant: _____

Address: _____ City: _____

Phone: _____ Email: _____

- I will donate a gift certificate or other gift item(s) from my business for the silent auction.
 - (Please provide auction donations to the address below by May 2, 2024)
- I will bring or mail the auction item(s) to the WCO (address below)
- Please pick up the item(s) at the address above.

Item Description: _____ Value: _____

Item Description: _____ Value: _____

Item Description: _____ Value: _____

Please note:

Gift cards or packages should be valued at \$50 or more. Any item(s) you donate will be placed on the auction table next to your station at the event. If you would like the item(s) to be listed in our printed program, please inform us of all details by April 15, 2024.

Please remit both pages of the participation form to:

Elliott Valentine
 608.257.0638 x105 | gala@wcoconcerts.org
 Wisconsin Chamber Orchestra
 321 E Main St, Madison, WI 53703

Thank you for supporting Concerts & Cuisine: The WCO Gala 2024.

This glorious event and everything that makes the Wisconsin Chamber Orchestra unique and wonderful would not be possible without you!

Event Co-Chairs,
 Susan & Jonathan Lipp