



KING ARTHUR FLOUR BAKING CONTEST CHECKLIST



King Arthur Flour sponsors baking contests at over 180 fairs nationwide. Start here if you are interested in hosting a baking contest at your fair; these guidelines will keep you on track from start to finish!

TO SET UP YOUR BAKING CONTEST:

- ___ obtain approval from the fair manager/ director/ president to host a new baking contest
- ___ secure a building and table/ corner to receive the baked goods
- ___ recruit judges for the baking contest and helpers for the day-of
- ___ determine the day and time of the contest
- ___ determine the age/division/class for the contest or contests
- ___ shop around for a recipe or choose a category for the contest (We can provide help!)
- ___ tell King Arthur Flour right away that the fair will host a King Arthur Flour contest!

GET READY:

- ___ design the page for the premium book with the contest details and rules (Include: date, time, place, age, prizes, and recipe or category, King Arthur Flour logo)
- ___ decide on method to collect recipes (if applicable)
- ___ submit the contest information to the fair's web team
- ___ decide entry form policy (will require prior to contest or not)
- ___ include an email or phone number for questions from contestants
- ___ provide a shipping address to KAF (physical address for UPS shipments)
- ___ secure a place for the King Arthur Flour poster and recipes (provided if available)
- ___ consider selling a portion of the entries for charity or fair funds
- ___ promote the contest as much as possible – use Facebook and Twitter to spread the word
- ___ determine location of judging (close curtain or in public view?)
- ___ determine time and place for the award distribution

GO:

- ___ greet each contestant when he/she arrives and go over the judging and award times
- ___ provide water for the judges and divide and conquer if overwhelmed by entries. Judges reconvene with highest scored baked goods from his or her group
- ___ take photos of the winners and their entries

AFTER THE CONTEST:

- ___ use the *Winners Form* to share information with King Arthur Flour.
- ___ share photos and winning recipes with King Arthur Flour and on the fair Facebook page.

Please contact bakingcontests@kingarthurfLOUR.com with any questions or concerns.

THANK YOU AND HAVE FUN!