



Sweet Freedom Cake Contest

Cake Contest Guidelines

Description:

The McCormick Tribune Freedom Museum, the nation's first museum dedicated to freedom and the First Amendment, opened its doors last April. In celebration of the museum's one-year anniversary, we will be sponsoring a Sweet Freedom Cake Contest. (Stage 1) The competition seeks cake entries, by Friday, March 2, 2007, that embody, "What Freedom Means to Me?" A panel of Freedom Museum and McCormick Tribune Foundation employees will determine 5-7 finalists. (Stage 2) The top 5-7 finalists will be invited to display the creation at the Museum on Saturday, April 14, 2007, where the Museum visitors will have an opportunity to vote on the cake that best represents freedom. Each finalist is expected to cover all costs associated with the creation of their cake. The contest winner will be awarded a \$500 cash prize and the McCormick Tribune Freedom Museum will make a \$500 donation in the winner's name to a local approved charity.

Objective:

In honor of the Freedom Museum's First Anniversary all entries should demonstrate the theme "What Freedom Means to Me?" Entries should be created specifically for this contest.

Provided by the museum:

- 48" round table, skirted with linen for the finalists to display the cakes.
- Signage with finalists name, organization/school/bakery/company will also be displayed for advertising.

How to Enter:

- **NO PURCHASE NECESSARY.**
- **HOW TO ENTER.**
 - **STAGE 1 (entries):**
 - Fill out entry form and attach an illustration (drawing, sketch, computer rendition, photograph, etc) of your cake. Print your name on all entry materials.
 - Incomplete or illegible entries and entries without a signature will not be honored.
 - All entries must include an illustration and story that exemplifies the theme "What Freedom Means to Me?"
 - Limited to one entry per person/company/per team. Multiple entries are allowed from culinary schools.

- All entry forms and drawings must be received at the McCormick Tribune Freedom Museum by **Friday, March 2, 2007**. Finalists will be announced by **Friday, March 9, 2007**.
- Sponsor is not responsible for lost, late, misdirected, damaged illegible, incomplete, incorrect, misrouted or postage due entries/mail.
- Open only to legal residents of the United States.
- All employees of Sponsor, its parent, affiliates and subsidiaries, and the immediate families and household members of each, are not eligible to win.
- Entries become the property of Sponsor and will not be returned.
- The entrant is responsible for all mailings costs:
 - McCormick Tribune Freedom Museum**
 - Attn: Cake Contest**
 - 435 N. Michigan Avenue, Suite 754**
 - Chicago, Illinois 60611**
- SELECTION of FINALISTS:
 - Each entrants entry will be ranked in the following criteria:
 - What Freedom Means to Me? story 60%
 - Originality 20%
 - Artistry 20%
 - 5-7 entrants that receive the highest overall score will be asked to construct and bring their cake creation for the event.
 - List of 5-7 finalists announced **Friday, March 9, 2007**
 - All finalists will be announced to the media
- **STAGE 2 (finalists):**
 - The finalists are responsible for all costs associated with the creation of the cake.
 - Width requirement: must be able to sit on a 48" round table.
 - Height requirement: 6' high
 - Provide a miniature cake (1' in height) by **Thursday, April 12, 2007** for the media push on Friday, April 13, 2007. Museum employees will be dropping off the cakes at various media outlets throughout the city the day before the contest to promote the competition.
 - Finalists are responsible for delivering cake at in the early morning hours on **Saturday, April 14, 2007**.
 - Finalists' cake creations become property of Sponsor.
 - Finalists should designate an individual to represent their cake creation on **Saturday, April 14, 2007** during the contest.
 - JUDGING
 - The 5-7 finalists will be judged by the general public, the finalists that receive the highest number of votes will be selected as the winner.
 - Voting by public on **Saturday, April 14, 2007**.

- PRIZES
 - One (1) Grand Prize Winner will receive:
 - \$500 cash donation
 - \$500 donation to approved charity in name of winner
- MISCELLEANEOUS
 - Sponsor shall have all rights to illustrations and photos of entries.
 - By submitting an entry, participant agrees to be bound by these Official Rules.
 - Entry constitutes permission to use winners' name and likeness and entries for publicity purposes without further compensation. Winner agrees to make reasonable efforts to be available for media interviews.
 - Sponsor and their promotional and advertising agencies shall have no liability and shall be released and held harmless by participant(s) for any damage, loss or liability to a person or property, due in whole or part, directly or indirectly, by reason of participation in this contest.
 - Any and all disputes, claims, and causes of action arising out of or connected with this contest, or any prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration. Claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this contest, but in no event attorney's fees. Arbitration expenses shall be shared equally between the parties.
 - For additional information about the contest or additional copies of entry form contact Susie Bolton at SBolton@FreedomMuseum.US.
 - FINALISTS LIST: Send a self address, stamped, business size (#10) envelope before April 14, 2007 to:
McCormick Tribune Freedom Museum
Attn: Cake Competition
435 N Michigan Avenue, Suite 754
Chicago, IL 60611
- SPONSOR: McCormick Tribune Freedom Museum

Signature of Entrant

Date

Print Entrant's Name

 **McCormick Tribune**
Freedom Museum

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Cake Contest Official Entry Form

Deadline: Friday, March 2, 2007

Name: _____ Email: _____

Business or School (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Alternate Phone: _____

Name(s) of individual(s) that will be staffing the day of event: _____.

Description of Sweet Freedom Cake.

What materials is this cake made of, % of cake, % of other supplies, ingredients, total dimensions, etc. (entire cake is not required to be edible).

“What Does Freedom Mean to Me...” What inspired this idea?
Please present a description of the story behind your cake creation. (100 – 200 words)

Please mail this official entry form and attach an illustration of your cake to:

McCormick Tribune Freedom Museum

Attn: Cake Competition

435 N Michigan Avenue, Suite 754

Chicago, IL 60611

Fax: 312 222 3209

Entry forms and illustrations must be received by Friday, March 2, 2007.