

## **Best Celebration Cake – 2017**

This award is for a sweet, creative, edible cake celebrating a special occasion. Any size cake is eligible for consideration. **All cakes must be designed, baked and decorated by the presenting company.**

### **The Event featuring your entry must have taken place between Jan. 1 and Dec. 31, 2016.**

Include photos of the cake in production and during service at the event. Maximum number of photos is 5 and they must be at least 300 dpi at 8x10.

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:
  - o Describe the design concept used to create the cake.
  - o Describe how the design of the cake relates to the event.
  - o Describe originality of the presentation and decorative elements.
  - o Describe mechanics involved in assembling the cake.
  - o Describe any challenges or obstacles and how they were overcome.
3. Collateral to include photographs, key recipes, and bakery production sheets. Additional relevant collateral may be included. Photos may be positioned within your synopsis and description texts.
4. Your entry must be anonymous and without any reference or pictures of your company identifiers. This is a blind judging and judges will score your entry based on your submittal only.

### **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.

### **Judge Criteria and Scoring Values:**

- Concept relates to or impacts the event: **15 points**
- Originality of cake design: **15 points**
- Originality of the presentation and the decorative elements: **15 points**
- Mechanics involved in cake assembly: **15 points**
- Recipes included for cake and bakery production sheets: **10 points**
- Overcoming challenges and obstacles: **10 points**
- Overall Impression: **20 points**