



STEAK COOKOFF ASSOCIATION

2023 SCA PROMOTERS PACK

Your blueprint to hosting a successful SCA Steak Cookoff

The Steak Cookoff Association is dedicated to building the sport of steak cookoffs. The SCA is the only sanctioning body focused exclusively on grilling.

The SCA has sanctioned approximately 2500 events since its inception in late 2013. Since then the SCA has developed a system on how to host a successful event. The SCA will assign a certified SCA Representative to manage the process before, during, and after your event. SCA handles all judge and team registrations allowing the promoter to focus on the other aspects of your event or festival. SCA will handle the judging and assure a fair contest for all competitors. Your SCA Rep will guide you throughout the process and help assist you to market your event to a worldwide audience through its substantial social media and web based platforms.



SCA Statistics

- **Last year charitable organizations raised over a half million dollars through hosting SCA events.**
- **Projected 2023 events will be 500 domestic and 115 International events.**
- **2023 projects events in Mexico, Canada, Belgium, Germany, Switzerland, Italy, Austria, Australia, Hungary, Ireland, Brazil, UK, Japan, South Korea, the Bahamas, The UK, Netherlands, New Zealand, and the USA.**
- **SCA events attracted 20-450 competitive teams per event with crowds ranging from 500 to 10,000 spectators.**
- **The average number of teams competing in SCA 2022 events was 32 teams per event.**
- **SCA steak competition winners have ranged in age from 13 yrs to 82 yrs old. Teams made up of men, women, coworkers, friends, family, and neighbors.**
- **\$1,000 for 1st place down to \$25-\$100 for 10th place. (Average total payout is \$2000-\$3000) Prize amounts are determined by the promoters, but the \$1000 carrot works.**
- **Our social media sites have over 55,000 followers that produced nearly 23 million impressions in 2022.**
- **According to a CNN poll, 87% of American households own a grill of some type.**

HOW DOES THE PROCESS WORK?

- 1. Go to www.steakcookoffs.com/Promoters**
- 2. Watch the SCA Promoters Video Series to get great information from some of SCA's best promoters and some heavy user contestants. These videos are very helpful for any promoter.**
- 3. Select a date for your event (have a couple back up dates in mind). Our events are first come first serve so get on the schedule early.**
- 4. Fill out the SCA Sanctioning Form.**
- 5. Upon receiving the SCA Sanctioning form it will be reviewed to assure the date and location are good by the SCA offices. Once it has been approved and PAID the date is yours and considered locked in. (Event dates are not protected until the sanctioning fee has been paid) *With our travel it could take up to 5 business days to approve or deny the request.**
- 6. As soon as your event is approved you will receive an email from Angel in the office and she will then reach out to you to get the flier for your event (USA only). After flier is approved Angel will no longer be your contact, your SCA Rep will take over the rest of the process including running your event.**
- 7. Your SCA Rep is the person that will run your event. The SCA Rep will help you promote your event but it is your responsibility to promote your event.**

SCA EVENT TIMELINES



SCA timelines are flexible to accommodate existing festivals or events. SCA does require certain amounts of time between specific turn in times. We will be happy to discuss your particular event timelines and concerns. The promoter ultimately decides the timeline with the guidance of SCA.

Friday Evening Events

4:30pm Cooks Meeting

7:30-8 Steak Turn-in

9pm Awards

These events are a perfect add on to any existing BBQ cookoff. It gives the teams a competitive opportunity on Friday night, gets them out of their motorhomes, and sends 3-10 people home with some cash. The winner of these events also receives an invitation to the SCA World Championship.

One Day Events

One day events allow teams to have the thrill of competition cooking without being gone for days. Most teams will travel to an event and stay in a local hotel on Friday night, creating an economic impact in the area.

Stand Alone Event

10am Cooks Meeting

1-1:15 Ancillary Turn-in

2-2:30 Steak Turn-in

4pm Awards

Stand Alone events pair great with any festival, carnival or fundraising opportunity. This is our most popular type of event. All winners of this type of event receives an invitation to the SCA World Championship.



COOKOFF OPTIONS

Ribeye Steaks

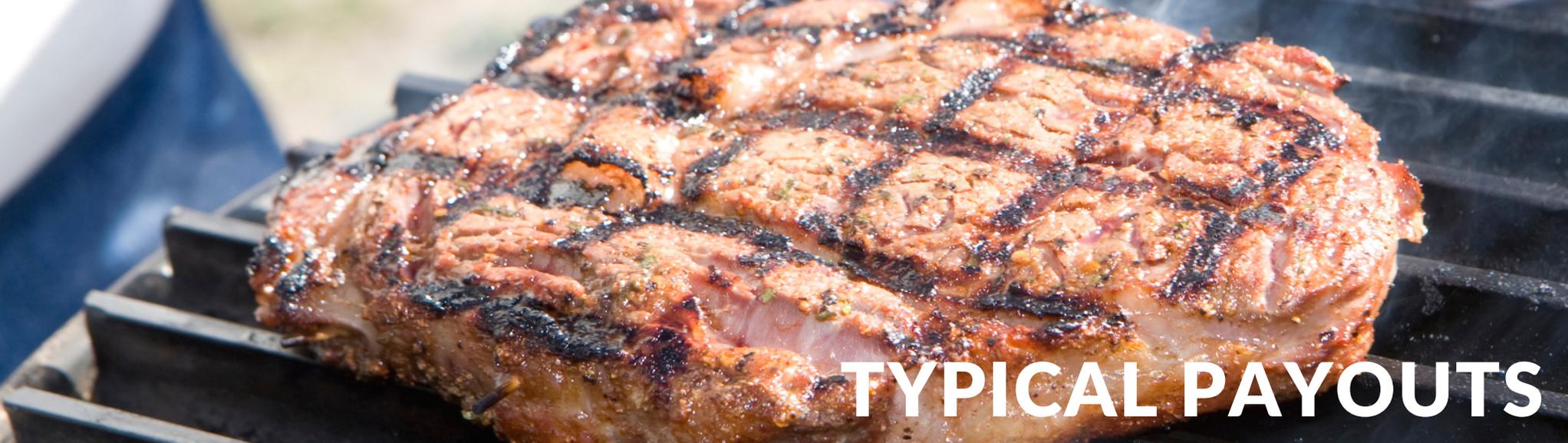
The most popular steak in the country is a ribeye, it is the anchor of all SCA events. All SCA events are required to maintain the same standard of a 1 1/8" or 3cm thick Boneless Choice Ribeye. The steaks are provided by the event promoter leveling the competitive playing field.

Why add Ancillary Categories?

Ancillary categories give cooks something to do during the day and get another chance to be recognized or win prize money. Ancillary categories get new cooks the opportunity to compete and learn. Ancillaries allow promoters to attract new sponsors to supply, donate, or highlight their product in a category. Example: A certain brand of bacon or sausage that the teams must use in their entries that promote a sponsors product. It also adds additional income for the event.

Optional Ancillary Categories

- Appetizers
- Bacon
- Burgers
- Chicken Wings
- Desserts
- Grilled Cheese Sandwiches
- Hot Dogs
- Tacos
- Pizza
- Spam
- Bloody Mary/Margarita
- Create your own
- Other Proteins (Salmon, Goat, Kangaroo, Fajitas, Etc.)



TYPICAL PAYOUTS

Ways to Locate Sponsors

- SCA events are family oriented and sponsors are always looking for ways to support their communities.
- Involve a local charity (People are more likely to donate)
- Use a local butcher for the steak (trade out for sponsorship)
- Have a local business sponsor the ancillary category
- Local grocery stores are great potential steak sponsors
- Four \$250 sponsors are much easier to get than a \$1000 sponsor.

Event payouts are determined by the promoter. SCA can advise you on payouts to best fit your event.

Typical Steak Payouts

\$2900 Total Payout

1st \$1000, 2nd \$500, 3rd \$400, 4th \$300, 5th \$200, 6th-10th \$100

\$2400 Total Payout

1st \$1000, 2nd \$500, 3rd \$300, 4th \$200, 5th \$150, 6-10th \$50

\$2000 Total Payout

1st \$1000, 2nd \$400, 3rd \$300, 4th \$150, 5th \$75, 6-10th \$25

Typical Ancillary Payouts

1st \$125, 2nd \$75, 3rd \$50, 4th \$25, 5th \$25

1st \$250, 2nd \$150, 3rd \$100, 4th \$50, 5th \$50

Typical Entry Fees

Steak \$150-\$160

Ancillary \$25-\$50

Kids \$10-\$25



Promoter Responsibilities

The promoter is the host of the event, the person that stands to make money and the person responsible for the event. SCA sanctions the event, advises the promoter, assists in bringing in teams and runs the judging tent for the promoter.

1. Promote YOUR event on social media and in your community to attract participants.
2. I agree to provide a location for awards ceremony with a sound system or PA if possible.
3. I agree to provide private a well lighted area for judging with electricity with tables and chairs (usually 6 – 8 foot tables and 20 chairs)
4. NO RED TENTS (It is impossible to judge doneness in a red tent)
5. Provide 3-4 volunteers to assist in judging area (Important)
6. Provide the steaks and the trophies for your event and to arrange for the steaks to be onsite for the cooks meeting.
7. Use the SCA logos on advertising materials for the event.
8. Provide a metal trash can to dispose of hot coals.
9. Provide adequate restroom facilities and trash receptacles.
10. Obtain any required local event permits.
11. Provide trophies or certificated for the top ten in each category with the SCA logo on them.
12. Provide either checks, cash or money orders for the event payouts to teams.
13. Locate sponsors for your event. (You keep all sponsor money)
14. Have payment ready for your SCA Reps Travel and Rep Fee.
15. Provide the following Supplies for Judging Tent (on average for up to 50 teams):
 - 3 Case of Bottled Water
 - 3 Bag of Oyster Crackers
 - 500 Heavy Duty Plastic Forks (Each judge will use a clean fork for each bite)
 - 200 Heavy Duty Plastic Knives (Each judge will use a clean Knife for each steak)
 - 3 Rolls Paper Towels
 - 4 Plastic table cloth 2 blue and 2 red (Dollar Store)
 - 100 9” Styrofoam Boxes undivided
 - 5 plastic spoons or 5 souffle cups per team registered for any drink category if applicable



EVENT COSTS

Sanctioning Costs

USA Sanctioning Fee: 350 USD for single events, 600 USD for a Same Day Double or 900 USD for a Same Day Triple event & a \$5 per team fee. **International Sanctioning Fee:** 300 USD for single events, 500 USD for a Same Day Double or 750 USD for a Same Day Triple event.

- Once your event is approved we will invoice you for the sanctioning fee. Upon receiving your sanctioning fee payment the SCA will create a flier (in the US) and post your event to the SCA website (this step could be up to 5 business days).
- SCA Sanctioning Fees are non-refundable in the event of cancellation by the contest organizer.

Team/Judge Registration

- Team register is done on the SCA website for all SCA events in the USA. This allows SCA to provide the SCA Reps accurate team lists and the teams are able to see who is signed up for the events. For International Events the teams register through the promoters website (due to financial reasons) and then SCA Members that participate must also sign up on the SCA website if they want their SCA Points for an event.
- SCA manages judge registration also for the events, taking another thing off a busy promoters plate. All judges must sign up on the SCA website to receive credit for judging an event.

SCA Representative Fees

USA REP FEE: \$200 Single, \$300 Double, \$400 Triple. 1st ancillary category is free with event \$25 per each additional ancillary.

AU/NZ REP FEE: 300AUD Single, 400 AUD Double, 500AUD Triple. 1st ancillary category is free with event \$25 per each additional ancillary.

EU REP FEE: €200 Single, €300 Double, €450 Triple. 1st ancillary category is free with event \$25 per each additional ancillary.

- Payment must be made to Rep on the day of the event.
- One Rep required for 1-49 Teams, 2 Reps for 50-99 teams, 3 Reps for 100 Plus Teams
- In the event of cancellation the contest organizer will reimburse the SCA Representative(s) any prepaid travel expenses incurred by them which cannot be recouped.

OTHER INCOME



Host a SCA Certified Judge Class

If more certified judges are needed in your area, SCA could conduct a **Certified Judges Class** at your event.

This is a great way to assure your teams have the best judging possible and possibly save some Rep travel costs for your event.

All SCA would need is a location for the class with tables and chairs. Ask your rep or check the box to get more information about hosting a class.

Additional Revenue Streams

- Most of the event's revenue comes from team entry fees.
- Ask the hotel and tourism bureaus to sponsor the event, teams fill hotel rooms and boosting the local economy.
- Raffle off a grill, smoker or ice chest.
- Add a car or craft show to your event.
- Sell vending spots at the event.
- Bring in food trucks to the event and make a percentage of their sales.
- Create a special challenge between organizations such as the police and fire departments.
- Sell the extra steaks at awards

CONTACT US



Thank you for your interest in the Steak Cookoff Association. If you have specific questions please call either of us, we will be glad to help.



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