



The Midwife Center's 12th annual cake decorating & tasting contest and fundraiser party.

Rules and Guidelines for Entrants

General Event Info

Saturday, November 4, 2017. Main event is 7:30–10:00pm, VIP Baker's Reception is 6:30–7:30pm

Pittsburgh Opera, 2425 Liberty Ave. Pittsburgh, PA 15222 (Strip District)

Who may apply to enter: All are welcome! The contest is open to all Professional and Amateur participants as defined on the next page under "Divisions." Find the application form attached, or on our [event page](#).

Judging Panel: TBA

Questions: Rachel Dingfelder at r.dingfelder@midwifecenter.org or 412.321.6880 ext. 208

The Theme - Masterpiece

With the opening of our expanded center, The Midwife Center has become the largest birth center in the country. In the spirit of realizing a big, beautiful vision, the theme of Let Them Eat Cake 2017 is "Masterpiece." Entrants for both the Taste and Decorated categories are asked to decorate/bake, describe, and name their cakes in ways that are inspired by the theme:

- A "masterpiece" is defined as a work of outstanding artistry, skill, or workmanship.
- Masterpieces can be works of visual art like painting, sculpture, design, drawing, crafts, photography, and architecture, or other forms of art like, but not limited to, performance, literature, and music.
- Your cake can be inspired by masterpieces that are well known, lesser known, or completely original (realize your own artistic vision)

You are encouraged to express your creativity when it comes to the theme. The cakes do not have to relate to babies, pregnancy or women's health, but they certainly can.

How to Apply for the Contest

You may apply to enter your cake(s) in the following Categories and Divisions. You may only enter one cake in each category.

Please use the enclosed application form or [apply online](#). A limited number of applications will be accepted, so please apply early.

Categories

For both categories, the cake name and description should reflect the theme.

Decorated - Use of theme in overall artistry, appearance, structure and aesthetic of the cake from a visual standpoint.

Taste - Use of theme in the flavor and texture of the cake.

Divisions

Professional Division - \$35 application fee if submitted by 9/1 (\$50 between 9/2 and 9/13)

A professional entrant is defined as one who has sold their confections for profit within the last 5 years OR who has completed schooling in baking/decorating within the last 10 years. Professional entrants may or may not have had formal schooling in baking/decorating. However, if an entrant completed schooling over 10 years ago and has not sold confections for profit within the last 5 years, they are considered amateur.

Amateur Division - \$20 application fee if submitted by 9/1 (\$35 between 9/2 and 9/13)

An amateur entrant is defined as one who bakes/decorates solely for pleasure, or for non-profit functions or private parties that do not include compensation to the baker/decorator. If an entrant has completed schooling in baking/decorating within the last 10 years they are not considered an amateur, even if they have never sold their cakes. Current culinary students who have not yet completed their schooling are welcome to enter as amateurs.

Entering as a team

Teams of up to five people may enter a cake. If any member of the team meets the criteria for Professional Entrants, the team must enter as Professionals. Only one member of the team may attend the event and VIP reception at no charge. One additional guest from the team may attend the event and VIP reception for \$35. The remaining members of the team must purchase tickets to the event at full price.

How our application process works

The Midwife Center will collect applications until 9/1, and will notify applicants if their cake has been selected by 9/6. **Applicants who apply by 9/1 will be given preference.** Applicants who apply between 9/2 and 9/13 will be notified as soon as possible if we have space for their cake(s). The Midwife Center will select cakes according to the following criteria:

- Your cake description. You don't need to have your recipe or design idea completely finalized, but the more you can tell us, the better understanding we'll have of your cake.
- We will give priority to entrants (including bakeries) who have won an award at a past Let Them Eat Cake.

If you have never won an award at Let Them Eat Cake or if this is your first year participating, we strongly encourage you to apply. Every year we have new bakers and decorators be a part of the contest (and win awards!) and we are thrilled to welcome back past participants.

The Midwife Center reserves the right to decline a cake for any reason without explanation to the applicant. Your application fee will be refunded as soon as possible.

Awards

The following awards will be given to winners at the event. Best Overall and Judges' Award winners are decided anonymously by event judges. People's Choice winners are chosen during the event by guests. Please see more about the voting process on the next page.

Best Overall Awards (1st Place)

Best Overall Amateur Taste Cake
Best Overall Professional Taste Cake
Best Overall Amateur Decorated Cake
Best Overall Professional Decorated Cake

Judges' Awards (2nd Place)

Judges' Award Amateur Taste Cake
Judges' Award Professional Taste Cake
Judges' Award Amateur Decorated Cake
Judges' Award Professional Decorated Cake

People's Choice Awards (includes Amateur and Professional Divisions)

People's Choice for Best Taste Cake
People's Choice for Best Decorated Cake

Bringing Guests to the Event

One person per entry (usually the baker/decorator) may attend the main event and the pre-event VIP reception at no cost. One additional guest per entry may buy a discounted ticket in advance for \$35 (includes VIP reception, \$125 value). Info about purchasing guest tickets will be sent to you after your application is accepted.

Cake Specs, Voting, and Winners

Cake Specifications

The following specifications apply to all cakes and must be met for your cake to be accepted.

- Your cake must be dropped off at the Pittsburgh Opera the day of the event (11/4/17) between 5:00-6:30pm.
- Your cake should not exceed 12" in diameter or in length and width. Cake stands should not exceed 14" in diameter or in length and width. There are no cake or stand height restrictions.
- Your cake can be taken home after the event is over. We will dispose of (or eat!) any cakes left over at the end of the event.
- All entrants are required to follow all applicable food safety regulations in the preparation of their entry.
- Previous winners of the Let Them Eat Cake contest are asked to not submit cakes/recipes that have won in previous Let Them Eat Cake events.

Taste Cakes - additional specs and rules

- Entrants in the Taste category must prepare two identical cakes.
- The cakes are required to be fully baked, made entirely by the entrant and cannot require refrigeration.

Decorated Cakes - additional specs and rules

- Decorated cakes will be displayed on round tables. Guests and judges will be able to view your cake from all sides. Please design your cake accordingly.

- Decorated cakes can be made in traditional or “novelty” shapes.
- All elements must be made by the entrant with the exception of materials to support the cake, i.e foam.
- The cake will not be sampled for taste.
- Cakes cannot be interactive and event attendees may not touch the cakes.

Voting

Best Overall and Judges’ Awards The winners of these awards are chosen solely by the event judges. The voting is anonymous, i.e ONLY the cake name and its description will be displayed to the judges.

Judging is strictly confidential until the results are formally announced. The judging will take place from 6:30-7:15pm. For taste cakes, volunteers will be stationed at each cake and will cut small samples of the cakes for the judges to taste.

People’s Choice The winners of these awards are chosen exclusively by event attendees from 7:15pm until approximately 8:45pm. The name of the entrant and their company/bakery, if applicable, and the cake name and description will be displayed during the People’s Choice vote. Volunteers will cut small samples of cake throughout the event to be served to guests.

Who counts the votes and how does it work?

Votes for all awards will be counted by designated volunteers. The votes will be reported to designated Midwife Center staff and the announcer before announcements are made.

Winners

All results are kept confidential by event volunteers until the announcement at the end of the event. Winners will receive prizes which are to be determined. Any interaction between unannounced winners and event photographers, judges or attendees is purely coincidental and not driven by scoring results. Winners will be announced at end of the event, reported in media outlets and TMC’s newsletter, website & social media.

Let Them Eat Cake 2017 Entrant Application

[Apply online here.](#)

Name _____ Company/Bakery _____

Address _____ City _____ Zip _____

Phone number _____ Email _____

Category You may apply to enter only ONE cake in each category.

	Type of Cake	Name of Cake – please tell us the name of your cake(s) and/or a short description. We will request your final cake name and description later.
_____	Decoration	_____ _____
_____	Taste	_____ _____

Division - Not sure which division to enter in? Please review page 2 of this packet. Please check one:

_____ Professional _____ Amateur

Application Fee - Application not valid until fee is received. We will issue a refund if your cake is not admitted.

Professional Division - \$35 fee if submitted by 9/1 (\$50 between 9/2 and 9/13)

Amateur Division - \$20 fee if submitted by 9/1 (\$35 between 9/2 and 9/13)

_____ I have enclosed my application fee of \$ _____ (Checks must be made out to "The Midwife Center")

_____ Please charge my credit card \$ _____ Card type: _____ Name on card _____

Card # _____ Exp. _____

_____ Please call me at _____ to pay by credit card over the phone.

_____ I would like to include my bakery name/logo on a large screen during the event.

Agreement to Contest Rules

By signing this form, I agree to follow all of the contest rules outlined in "Rules and Guidelines for Entrants." If my application is accepted, I understand that the event committee reserves the right to disqualify cakes, without refund, from the contest that do not meet the stated criteria.

Signed _____ Date _____

Please return this form and entry fee to:

Rachel Dingfelder, Development Coordinator, The Midwife Center, 2831 Penn Ave. PGH, PA 15222

You may also email your entry form: r.dingfelder@midwifecenter.org

Questions? Please email Rachel at r.dingfelder@midwifecenter.org or call her at 412.321.6880 ext. 208