



THE MARGARITA MIX-OFF CONTESTANT'S CREATIVE GUIDE

1. Give Your Margarita a Name

- Set the tone for your drink and your performance with a creative name.
- Have fun with it – it's the set-up for what's to come...

2. Make a Great Drink!

- Your final drink will be the tasted by a panel of judges. It should *taste great!*
- Naturally, if it's overly sweet, sour, strong, etc. it will hurt your overall score.
- Get inventive with the ingredients, the garnish, the glass rim, even perhaps the ice. Go all out!

3. Presentation

- This is for the *auction*. The judges will all get a taste of your creation in a taster's cup, but the final presentation that will go to the highest bidder in the audience should be eye-popping.
- It should add perceived value for the bidder once the drink is gone and be a beautiful souvenir of the event.
- Ex. Oversized martini glass, exotic mug, a Mexican pitcher, cocktail shaker, maybe a vintage Ebay find...

4. More Added Value

- If you're sponsored by a bar (or if your independent perhaps your employer), see if you can get them to provide added value to up the bidding.
- Examples: free dinner, event tickets, swag, anything that promotes your sponsor.

5. Showmanship

- Lastly and perhaps most importantly, make your drink preparation a show!
- You'll be on stage with the Margarita Mix-Off MC. Your showmanship and ability to whip up audience participation, bring up the judges' enthusiasm and increase the bidding will make the difference.
- Bring the music, the dancers, the costumes, the props, the bartender tricks – whatever – get the audience pumped up!
- Many 1st time contestants would say after the event, "If I had only known..." when they were bested (for ex.) by the bartenders who had music, dancers, fountains, someone who rode in on a donkey – you name it! We've even had a proposal at the Margarita Mix-Off in the past!
- This must be a spectacle and that tent needs to evoke a, "Whoa, what's going on over there" from attendees to the Salsa Challenge.

Thank you for your participation! If you have any questions or want to run your creative idea past us please don't hesitate to give us a call.

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