



## 2020 COMPETITOR GUIDE

### THEME: Hometown Holidays

#### EVENT DESCRIPTION

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The fourth annual Gingerbread House Challenge has gone digital and dares households, neighbors, families, pandemic pods, and small, socially distanced groups to literally display their holiday spirit and creativity by constructing a gingerbread house centered around the 2020 theme, 'Hometown Holidays'. Competitors are challenged to fundraise for their creation, and the display raising the most money will take home the People's Choice award - an amazing prize pack from our friends at Hardywood Park Craft Brewery. They will also vie for the juried grand prize of \$1,000! 100% of proceeds will support BHC's mission of changing lives and transforming communities through high-quality affordable housing. So don't be a Scrooge - join the fun and support a great cause!

#### TIMELINE

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TEAM REGISTRATION:	Now - November 27th
FUNDRAISING PERIOD:	Now - November 30 <sup>th</sup> at 11:59PM
ENTRY PHOTOS + NARRATIVE DUE:	December 1 <sup>st</sup> at 11:59PM
VIRTUAL JUDGING:	December 3 <sup>rd</sup>
AWARDS ANOUNCEMENT:	December 4 <sup>th</sup> at Noon

#### REGISTRATION

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##### Teams:

This year we have lifted many of the restrictions on teams and entries to make it easier for everyone in this remote environment. Teams sizes won't be limited, but we recommend only including those within your 'pandemic pod'; this year, we will allow individuals to compete. The Competitor Entry Form must be returned by Nov. 27th, and one member must be designated the Team Captain. **Team Captains must be 21 years of age or older** since our friends at Hardywood are providing a lot of great swag and prizes.

##### NO Entry Fee:

This year we have waived the entry fee! Teams are asked to pursue the goal of raising \$250 for their entry throughout the month of November. This amount is close to the average raised by our entries during the one-day in person event. New to fundraising? Don't worry! We have made it easy for you to be successful!

##### Fundraising:

Teams will create a fundraising page with Just Giving. <https://www.justgiving.com/campaign/gingerbread2020>  
After registering, you will be provided with draft language, prompts and ideas to share your story. Teams meeting the \$250 goal will receive an event t-shirt and be advanced to the juried portion of the competition, competing for the \$1000 grand prize.

#### ENTRIES AND EVALUATION

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##### Theme:

The 2020 theme is "**Hometown Holidays**"; entries are not limited to the structure of a house. Competitors are welcome and encouraged to uniquely design their entry for the 2020 competition, as long as the entry is in keeping with the competition rules and procedures and the judging criteria.

**Construction:**

Teams can complete construction of entries at any point during the competition window so long as the photos and narrative are submitted by the deadline of **Tuesday, December 1<sup>st</sup> at 11:59PM.**

**Size Limits:**

We have lifted the size restrictions this year, however we do have a few recommendations. We recommend keeping your creation under 18 inches high, 18 inches wide, and 18 inches long. Entries placed on a base are much easier to handle, move, and photograph. If you are doing a display towards the 18" range we suggest using ½" or ¾" plywood as a base for your entry so it will hold up to the weight.

**Materials:**

All visible elements of your entry must be edible (excluding effects like string lights, etc.); interior structures are allowed to be made of non-edible material. The main structure of your entry must be constructed from gingerbread, some of which should be exposed. Edible materials are not limited to candies and icings. Handmade elements are encouraged.

**Entry Narrative:**

**Each team is required to submit a brief narrative and a minimum of two photos (and maximum of six) no later than Tuesday, December 1<sup>st</sup> at 11:59PM.** Narratives and photos will be used for the juried portion of the competition, so make sure to capture the best aspects of your creation. Tell the judges why your design is the best! How did you decide on your design? What skills/techniques does it showcase? How does it fit the theme of the competition? You are allowed to submit a 30-second video of your entry in addition to your photos. **Please keep your narrative to 200 words or less.**

**Judging Criteria:**

Judging will be held virtually, in a closed session, on Thursday, December 3, 2020. The winners will be announced on Friday, December 4<sup>th</sup> at noon in a virtual forum like Zoom or Facebook Live.

The judging panel will evaluate entries on 1) Overall Appearance, 2) Originality, 3) Difficulty, and 4) Consistency of Theme. For details, see the Judging Rubric.

For juried prize, decorative elements that are handmade will carry more weight than similar prefabricated items.

All rulings by the judges are independent and final; they are in no way influenced by BHCYP members or affiliates. In the event of a tie, the competition Call Judge will be asked to break the tie.

**Prizes:**

Prize checks will be sent to the winners after the competition and will be mailed to the address that is provided on the entry form. In the event a team entry wins a prize, the team captain will be the recipient of any prizes and is responsible for distributing to the team members as he/she sees fit.

- Juried Grand Prize: \$1,000
- People's Choice: Hardywood prize pack valued at \$300

**PLEASE SEE THE FOLLOWING PAGE FOR THE OFFICIAL 2020 BHCyp GINGERBREAD HOUSE COMPETITION ENTRY FORM. THIS FORM MUST BE RECEIVED BY 11:59PM ON SUNDAY, NOVEMBER 27, 2020. EXCEPTIONS FOR LATE ENTRY FORMS WILL NOT BE MADE. COMPETITORS WILL RECEIVE AN EMAIL CONFIRMATION ONCE THE ENTRY FORM HAS BEEN PROCESSED.**

**GINGERBREAD HOUSE CHALLENGE  
COMPETITOR ENTRY FORM  
DEADLINE: November 27, 2020**

**Team Name or Affiliation:** \_\_\_\_\_

**Name of Gingerbread Entry:** \_\_\_\_\_

**Link to Just Giving Fundraising Page (if already created):** \_\_\_\_\_

**Team Captain Contact Information:** \_\_\_\_\_

(First) \_\_\_\_\_ (Last) \_\_\_\_\_

(Mailing address) \_\_\_\_\_

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip Code) \_\_\_\_\_

(Phone) \_\_\_\_\_ (Email address) \_\_\_\_\_

**Social Media Handles:**

Instagram: \_\_\_\_\_ Twitter: \_\_\_\_\_

Facebook: \_\_\_\_\_ Linked In: \_\_\_\_\_

**Acceptance of Rules and Liability:**

I understand that to be eligible for the competition; I must agree to the following as indicated by my signature below:

1. I will adhere to all competition rules and procedures as stated above or face disqualification.
2. Permission is hereby granted to Better Housing Coalition and Hardywood Brewery to print or otherwise duplicate the picture or likeness of my entry and/or myself with my entry for either internal or external release, this includes print and online publications, plus local and network television. I understand that the image of my entry becomes the property of BHC.
3. I hereby RELEASE, WAIVE, DISCHARGE, AND COVENANT NOT TO SUE Better Housing Coalition their officers, agents, affiliates or employees (hereinafter referred to as RELEASEES) from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or to any property belonging to me, while participating in such activity, while in, on or upon the premises where the activities are being conducted, REGARDLESS OF WHETHER SUCH LOSS IS CAUSED BY THE NEGLIGENCE OF THE RELEASEES, or otherwise and regardless of whether such liability arises in tort, contract, strict liability, or otherwise, to the fullest extent allowed by law.
4. I further hereby AGREE TO INDEMNIFY AND HOLD HARMLESS the RELEASEES from any loss, liability, damage, or costs, including court costs and attorneys' fees that Releases may incur due to my participation in said activities, WHETHER CAUSED BY NEGLIGENCE OF RELEASEES or otherwise, to the fullest extent allowed by law.
5. IN SIGNING THIS AGREEMENT, I ACKNOWLEDGE AND REPRESENT THAT I have read the foregoing Wavier of Liability and Hold Harmless Agreement, understand it and sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made; I am at least eighteen (18) years of age and fully competent; and I execute this Agreement for full, adequate and complete consideration fully intending to be bound by same.

**Printed Name of Team Captain:** \_\_\_\_\_ **Birth Date:** \_\_\_\_\_

**Signature of Team Captain:** \_\_\_\_\_ **Date** \_\_\_\_\_

Forms should be emailed to [s.fernald@betterhousingcoalition.org](mailto:s.fernald@betterhousingcoalition.org) or mailed to Better Housing Coalition, PO Box 12117, Richmond, VA 23241, Attn: Gingerbread House Challenge.

**LIST ADDITIONAL TEAM MEMBERS BELOW**
