

There are endless ways to incorporate games and contests into your show. Following are examples from other Taste of Home Cooking School shows across the country.

Contests for Show Day

“Family Food” Game: Host a spin-off of Family Fued. Instead of putting up the top six answers on a board, the team that guesses the #1 answer first gets the points for that question. Everyone who participates in the game walks away with a vendor door prize.

Here are some sample questions to use:

- Question: Name your favorite fattening food.
 - #1 Answer: Ice Cream (32%)
- Question: Name a specific meat that’s good fried.
 - #1 Answer: Chicken (47%)
- Question: Name a fruit you almost never peel.
 - #1 Answer: Apple (56%)
- Question: Name an ingredient in a casserole.
 - #1 Answer: Noodles/pasta (31%)
- Question: Name a meat that shrinks when you cook it.
 - #1 Answer: Hamburger/ground beef (42%)
- Question: Name an appliance with a temperature control.
 - #1 Answer: Stove/oven (36%)
- Question: Name a food you cook that must be timed perfectly.
 - #1 Answer: Eggs (31%)
- Question: Name something that comes with a lobster dinner!
 - #1 Answer: Butter (51%)
- Question: How many items are allowed in a normal grocery store “express” line?
 - #1 Answer: 10 (44%)
- Question: Name a food that would roll on the floor if you dropped it.
 - #1 Answer: Orange (31%)



Attendees at the West Brook, ME Taste of Home Cooking School playing “Family Food”

Oldest Cookbook Contest: Advertise for attendees to bring their oldest cookbook to the show. During pre-show or intermission, start announcing years and work backwards until one is left standing. The attendee with the oldest book wins a prize that was sponsored by a local business.

“What’s in Your Purse?” Game: Ask attendees for obscure objects that someone may have in their purse/bag and award small prizes like gift certificates and gift cards to the first person to show the object. This game can be done as a part of pre-show entertainment, similar to “Let’s Make a Deal”.

Upgraded Seats: Event partner reserves one whole row, like the third row. Right before the show starts and everyone is seated, have the very last row called up to fill the third row as a surprise.

Guess the Value Contest: Grocery store and car dealership partnership: Fill the back or trunk of the car with groceries, and attendees guess the value. The person closest to the actual value wins the groceries.

Extreme Couponing Contest: Have a local “coupon guru” purchase a cart full of groceries, using coupons. Attendees guess the amount paid and the closest entry wins the groceries.

Vendor Area Passport: Provide a passport for vendor area and stamps for each booth. Once the passports are filled, they drop them in for a special drawing.

50/50 Drawing: Keep your audience at the show until the very end with a 50/50 fundraiser drawing. Tickets can be sold for \$1 and at the end of the show, a winning ticket is drawn and the winner wins 50% of the total money, while the remaining 50% goes towards a cause.

Ice Cream Sundae: Have the emcees(s) make ice cream sundaes while blindfolded. Names are drawn from the audience to help assist each of the emcee(s). The team that makes the fastest/nicest sundae wins a prize.

Grocery Bag Contest: Have the audience members do a grocery bagging contest. The fastest and best packed bags win a prize. This could also be something that is done during the vendor time.

Money Booth: Provide a money booth, where an attendee is called up to get in the booth and catch as much money as they can in a certain timeframe.

Apron Contest: Attendees can bring their most creative apron to the show. They are displayed in the vendor area so people can vote before the show and the winner is announced at intermission.

Puzzle Contest: Attendees are given puzzle pieces or pick up a puzzle piece at a certain vendor's booth. They have to go to the store sometime after the show to see if their puzzle piece fits to win a prize.

Apron Giveaway: Sewing/quilting store is set up at the side of the stage. Throughout the show they are embroidering aprons and they are given as door prizes.

Beach Ball Contest: Have three audience members come on stage to blow up beach balls. Quickest one wins a prize.

Frozen T-Shirt Challenge: Have a local t-shirt store or any business provide two frozen t-shirts or aprons that have been folded and frozen. Have two people come up before the show or during intermission and the first to unfold and put their shirt or apron on wins a prize from that business plus the apron or shirt.

Spice Card Game: Every ticketed guest receives a game card with the list of all vendors and a list of spices. They simply match vendor to spice, complete the game card with contact info, etc. and enter it in the drawing. At the very end of the show, draw three names, the people chosen then select a jar of spice out of a basket and they open them one at a time. In the cover of the spice jar, it tells them if they won a stainless steel fridge, range/oven, or microwave.

Promotional Contests Before Your Event

Kid's Contest: have children write a short paragraph or so about their favorite food and why it is their favorite. Publish all of the "letters" in the special section. Have a private committee select the winner. Each entry receives two tickets to the show (1 for child, 1 for parent). You could also do different age brackets to allow multiple winners.

Design an Apron Contest: Host an apron coloring contest with the kids from local schools or adults. Winners get to have their apron designs printed, receive a free apron with their design, tickets to the show and a gift card to a local restaurant. Find a local celebrity or chef to judge the contest at the show.

Advertisement for Kid's Apron Design Contest from Paris, TN Taste of Home Cooking School



Newspaper Contest: Hide items in the paper like, a drawing of an apron, wooden spoon, apple, etc. Do something different each week as you promote the show. First one to come in to the newspaper office with the correct location of the hidden item wins a ticket to the show.

Essay Contest: Have an essay contest to identify stage helpers. Ask people to write about their cooking expertise and why they would be a great helper.

Radio Contest: Have the radio personality ask the audience a number of easy food and facts about whatever they are promoting on the radio during the preshow period and give the winner a t-shirt or a coffee mug from the station.

Facebook Contests:

- Take a photo of the bag stuffing assembly line and ask people to guess how many items would be in the bag or guess the weight of the bag. The closest answer wins two tickets to the show.
- Ask people to post their favorite Taste of Home recipe in order to be entered into a drawing to win tickets.
- Additional Facebook contest examples:



Taste of Home Cooking School

Win 2 Tickets

The Messenger-Inquirer is giving away 2 general admission tickets

To enter:

1. Go to our Facebook page
www.facebook.com/messengerinquirer
2. Like us on facebook.
3. Share this post

Winners will be selected 03/19

More info and purchase tickets at:
www.owbmi.com/taste



Recipe Photo Contest

Submit Your Favorite Recipe Dish In A Photo

Contest Runs April 1-24

Winner Will Be Announced May 1st

& Receive Tickets to Taste of Home Cooking Show

Winner Will Go To Photo That Gets The Most Likes

Good Luck Everyone!