



MONADNOCK ROTARY CLUB

Dear Baker/Restaurateur/Caterer,

We are inviting you to bring your finest bread and participate in the Souper Soupfest sponsored by the Monadnock Rotary Club as part of the Monadnock Wellness Festival on Saturday, September 26, 2009. The theme of this year's Wellness Festival is *Know your Numbers*. Last year saw the launch of the Soupfest as part of the Wellness Festival and it proved to be incredibly successful, attracting hundreds of local residents and generating good publicity for the participating restaurants and caterers.

This year we want to make the Soupfest even better by inviting bakeries like yours to participate by offering samples of your bread to accompany the soup. This is an opportunity for you to promote your bakery and connect with new and current customers. What could be a more effective seasonal promotion than offering a sample of your delicious bread to accompany the soup being served by local restaurants and caterers at the SoupFest.

A prize will be awarded for the Best Bread. Prizes are also awarded for the best soup. There will also be a prize for the best presentation among the entrants – both bakeries and soup providers.

The public will judge the bread and the entrant with the most votes will win. Winners will receive a nicely designed plaque with a Golden Bread Knife, name of the competition, year and bragging rights for promoting your business. We will announce the winners on our website and link to yours. In addition all participants will be recognized in publicity following the event and in the "Thank You" ad the Rotary Club runs to recognize the efforts of the community.

The Soupfest will run from 12.30pm until 2.00pm. Set up will be from 12 noon.

The Wellness Festival exhibits and health screenings will run from 9:00 AM to 1:00 PM with fun activities throughout that time. More information on the Wellness Festival is on our website at www.monadnockrotary.com/wellness.

Proceeds from the Wellness Festival and the Souper Soupfest go to support health and wellness in the Monadnock Region.

Deadline for entry is August 31, 2009. Included with this letter are the Rules, Entry Form and Indemnity Form. These can also be downloaded at www.monadnockrotary.org/wellness/soup-contest.html

Warm regards,

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