

October 9, 2014



Dear Midland Restaurateurs, Bar Owners, and Mixologists:

The Midland Convention & Visitors Bureau (CVB) is challenging our Midland partners to create a *Signature Midland Cocktail* that we can promote to our visitors. The Midland CVB works to market and enhance unique Midland experiences to event planners and visitors to bring more direct visitor spending to our community. We plan to feature this signature drink in our Midland Destination Planning Guide, in specific visitor group welcome bags, and to offer the recipe and signage to event planners. The purpose of this is to provide an enhanced, packaged visitor experience in Midland, and leave a lasting impression.

The *Signature Midland Cocktail Competition* will be held at the CVB Four to Sixer Mixer on **Thursday, November 20, 4 to 6p.m.**, at the Homewood Suites, 1401 Tradewinds Blvd. Tourism Partners and community businesses are invited to attend and watch the competition unfold, so be prepared to wow the audience with your creativity.

We invite all Midland mixologists to enter the competition. To enter, please submit entry form to Sarah Marston, Communications/Sales Manager, before **Tuesday, November 18**. Community leaders and employees of the Midland hospitality industry will judge the drinks.

Contestants will need to bring all necessary ingredients to make eight 4 oz. judges' drinks, and 30 1 oz. samples. You will also need to print the recipe on 8.5" x 11" paper and bring in a standing frame.

Drinks will be judged by: taste; connection/representation of Midland, creativity of drink name; appearance; ease of creation. The winner will be promoted with the drink (example: XYZ Drink, created by *name, company name*). We hope to see you on November 20—and good luck!

For questions on the *Signature Midland Cocktail Competition*, please contact Sarah Marston (432) 686-3568.

Sincerely,

A handwritten signature in black ink that reads "Gaylia Olivas". The signature is written in a cursive, flowing style.

Gaylia Olivas
Vice President
Midland Convention & Visitors Bureau

Please Drink Responsibly.

Promote your events (live music, happy hours, tastings, etc.) on the Midland Calendar of Events—FREE!

www.visitmidlandtexas.com/events___festivals >>click on Submit Event<<

Make sure your information is correct on www.VisitMidlandTexas.com.

If it is not, please send updated information to Brenda Kissko, Brenda@visitmidlandtexas.com, (432) 686-3567.

109 N. Main Street
Midland Texas 79701

432.683.3381

info@visitmidlandtexas.com
www.visitmidlandtexas.com

MIDLAND SIGNATURE COCKTAIL COMPETITION

Entry Form

Name: _____

Company: _____

Contact Info

Address: _____

City: _____, State: _____ Zip _____

Phone: _____

Email: _____

Cocktail Name

Please submit entry form before **Tuesday, November 18** to Sarah Marston, Communications/Sales Manager, sarah@visitmidlandtexas.com / (432) 686-3568 / Midland CVB, 109 N. Main St., Midland, TX 79701.



www.VISITMIDLANDTEXAS.COM



“ Wherever you go becomes
a part of you somehow. ”

— Anita Desai