Frequently Asked Questions (FAQs)

1. **When and where is the 2017 Cupcake-a-Palooza?** Saturday, October 28, 2017 from 1-4PM in the **Lobby at the Ritz Theater, located at 107 Broadway** Newburgh, NY 12550, hosted by **Safe Harbors of the Hudson** (Safe Harbors).
2. **How do I sign up?** Fill out the application & send it with payment to June Henley @ Safe Harbors of the Hudson, 111 Broadway, Newburgh, NY 12550 or fax @ 845-565-4973 or email @ jhenley@safe-harbors.org.
3. **What does Safe Harbors supply to me?** Each baker will get ONE 6’ or 8’ table, based on availability. Safe Harbors will also supply small tasting cups. You are responsible for set up, decoration and display of your own table.
4. **Are tablecloths provided?** No, they are not.
5. **What time is event? What if I can’t stay the whole time?** Event is 1-4 pm & baker must stay for entire event.
6. **When is set-up?** Setup begins at 12 noon. You must arrive no later than 12:30 pm to set up your table. You can park in front of the Lobby at the Ritz for drop off. There is free street parking on Liberty Street & Ann Street or the municipal parking lot on Ann Street. If you park on Broadway, you are responsible for metered parking at the rate of 25 cents per half-hour and any subsequent tickets. If you park in the municipal parking lot, you can walk through Safe Harbors Green, our new park, to access the Lobby at the Ritz.
7. **Do we bake at Safe Harbors?** Cupcakes must be pre-baked. We do not provide kitchen accommodations.
8. **How many cupcakes do I need?** You need a minimum of 8 dozen. Whole cupcakes to be displayed (for artwork judging). For tasting, cupcakes to be cut into smaller pieces so judges and attendees may taste/vote. Safe Harbors will provide small cups in which to hold the pieces for tasting.
9. **Can I advertise for my own business?** Baker may bring marketing materials (menus, fliers, business cards, etc.) to promote their business. All marketing materials must fit on one table with cupcakes. We ask that you only promote your cupcake/dessert type business and no other kind, including any family, businesses.
10. **Can I sell my cupcakes at Safe Harbors?** Yes, you may sell your cupcakes at the event. You are responsible for all packaging, labeling, costs, permits, etc. Safe Harbors takes no responsibility for the cupcakes. You are responsible for how they taste or if someone gets sick, etc. Please ensure you have enough cupcakes to accommodate the judging and free tastings as well as for selling. We ask that, if you decide to sell some cupcakes, unless you make a massive amount of cupcakes, you do not sell until after 3PM as people will be coming all afternoon and we don’t want anyone to go away hungry! You can also take orders for future events, etc. We specifically scheduled the event this year for right before Halloween in order to take advantage of getting orders for the entire upcoming holiday season.
11. **Does holiday edition mean holiday theme?** No, they do not have to be a holiday theme. We call this the holiday edition so that people could potentially get orders for the upcoming holidays including Halloween, Thanksgiving and beyond.
12. **Do the signs have to include the recipe or just any potential allergens?** Just the potential allergens. Of course, you can include the recipe if you want but you don’t have to and we would not advise you to do so.
13. **What is the recognition?** After the event, all participants and winners (and links to their businesses) will be listed on the Safe Harbors website and in a press release distributed to local media. One prize will be given out to the winner for each judging category and they’re great prizes! Please help promote this event with family and friends via social media/word of mouth. The more, the merrier and the better your chances for winning Public Favorite!
14. **Do we bake one flavor/type of cupcake or can we make multiple flavors/types of cupcakes?** Although it’s up to the baker, we suggest no more than 3 different flavors. You should have signs that clearly state what each cupcake is and if it has any allergens (peanut butter, nuts, gluten). You may not enter more than 2 different types of cupcakes for the judging.
15. **Can more than one child enter this event?** Due to the amount of entries, there can only be one entry per family. If siblings/relatives enroll together, and they win, they would have to share the prize. Only ONE prize is given out to the winner. Multiple family members may register for event by using separate applications and paying the appropriate fees.
16. **What’s the difference between a professional and amateur baker?** A professional baker has a bricks & mortar storefront and/or presence on the internet via Facebook/website and/or has sold cupcakes for money.
17. **Is there a deadline for entering the contest?** The deadline to enter is 5PM on Friday, October 20 2017, the week before the event.
18. **Are there a maximum number of bakers for this contest?** There is a maximum of 20 bakers for this contest.
19. **Who do I contact if I need additional information?** June Henley. Email: jhenley@safe-harbors.org or Phone: 845-784-1110.
20. **What is the admission policy for bakers?** The baker and one assistant can come in at no cost and will be allowed to come in prior to start of the event. All other people, including friends and/or family, can enter the building at 1PM. The cost for general admission is $5 per person. This includes cupcake tastings and beverages. Please remember this is a fundraiser for Safe Harbors.
21. **What are the categories for judging?**
   - Best Overall Professional
   - Best Overall Amateur
   - Best Child Baker (18 & under)
   - Most Beautiful-Professional
   - Most Beautiful-Amateur
   - Most Original Flavor
   - Best Gluten-Free
   - Public Favorite