



Tour de Fat- Pedal-Powered Parade Participant Contest

Introducing the first ever Tour de Fat Pedal Powered Parade Float Contest! Contestants will be evaluated on the creativity, flair, and uniqueness of their pedal-powered float. The winning float/team will receive a \$500 credit toward beer and merchandise at New Belgium Brewing in Asheville!

OFFICIAL RULES

1. The following rules govern entrants requesting to participate in the TOUR DE FAT- PEDAL-POWERED PARADE CONTEST and are in addition to New Belgium's Official Contest Rules located at www.newbelgium.com/rules/contest.
2. Contest participants may register as a single participant or as part of a team. All contest participants must register with Asheville on Bikes prior to the Tour de Fat parade launch.
3. All entries should be pedal powered (no motors) and all parts and/or persons should not exceed 36 inches in width and 96 inches in height.
4. Judging:
 - Judges will be selected by New Belgium prior to the Tour de Fat parade
 - Judging will take place during the Tour de Fat parade and along the parade route
 - Judging will be based on the following areas of emphasis:
 - i. Depiction of Tour de Fat parade theme "Fun in the Sun"
 - ii. Overall appearance
 - iii. Creativity, Flair and Uniqueness
 - iv. Utilization of materials
 - The top parade floats will be selected by the judges and be invited to be displayed at the Tour de Fat venue
 - One 'Best in Show' winner will be selected that afternoon following the Tour de Fat parade
5. Prize: A \$500 credit at the New Belgium Brewing Liquid Center in Asheville. Entrants must be at least 21 years old to be eligible to win prize.