

WFA GRAND SLAM REQUIREMENTS 2015



What is the WFA Grand Slam?

- A world wide tournament consisting of competitions based all over the globe. All competitions have the expertise and professionalism enforced by the World Flair Association.
- Competitors travel to Grand Slam competitions from all over the world, in order to earn points to find out who will be crowned Grand Slam World Champion each year
- Grand Slam competitions are the most prestigious and sort after competitions. They have the best judges and the best competitors which in turn attracts the biggest sponsors
- Competitors will then make it through to the Grand Slam Final in London at the end of the year, to try and earn your spot in the “**Super Six**” (super six, details to be released soon)

The Costs

- To be listed as a Grand Slam Competition is absolutely FREE. Yes FREE.
- As with any competition there are some costs you can't escape, and to have the best competition you can, you should see our "budgeting" section for more help.

Sponsors

- Grand Slam competitions, must now all be streamed live, which means attracting approximately 5000 viewers on the day.
- With Facebook and the WFA website, that will attract another 5000 people a week.
- With the new requirements it is now compulsory for competitors to use sponsor bottles on stage and make real drinks with the sponsor products.
- Not too mention sponsors will see the biggest competitors, most professional judges with everything consulted by the WFA...What more could they want?

GS Comps attract more competitors because...

- It will be judged fairly and professionally by highly trained and experienced judges
- The Stage and Practice area will be a determined size.
- Competitors want to win **Grand Slam World Championship**. The most prestigious prize in flair.
- Competitors are taken care of with refreshments and good organisation.
- It is streamed live so they get the most exposure.
- There is good prize money.

To be on the Grand Slam my competition MUST...

1. ...have **One** WFA Head Judge present.
2. ...have **One** WFA Grand Slam judge present.
3. ...have **One** WFA approved judge present.
4. ...have **Two** deduction judges present at the competition.
5. ...have a total prize fund of more than **€5000**.
6. ...have a stage at least **Four** soft boxes to light the performance area.
7. ...have a stage **5 meters by 3 meters** minimum.
8. ...have **FREE refreshments** for competitors throughout the competition.
9. ...have a practice area big enough for **7 bartenders** to train at once with glass bottles. 25m by 15m.

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- 10....have the **practice area lit up** with soft boxes for competitors to be able to train for their show.
- 11....have at least **two bottles** from the sponsors available for each competitor to practice with.
- 12....have a presentation of the **Purple and Black Gradings levels** available during the briefing, and a presentation on stage during the announcements.
- 13....be **streamed live** online to the standard required (please see WFA Grand Slam final in London or Flairmania Latvia)
- 14....have a **promo clip, pictures and/or a press release** about the competition for promotional purposes.
- 15....make sure ALL competitors **register** through the WFA website to join the competition! This is essential to update their profile after the competition has finished.
- 16....ensure that the **organiser DOES NOT JUDGE!**
- 17....have a **preparation area** for competitors to prepare their bottles.

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18....allow competitors to **set up their own bottles**.

19....ensure that the MC, DJ, Bar Backs and Judges have been **briefed by the Head judge** on their job sheets. *(see job sheets)*

20....include the **set rules** into your competition. *(see below)*

21....use the **WFA scoring system**.

22....Give ample time for judges to **add up the scores**. *(see schedule template)*

23....A **translator** should be present for judges that is needed.

24...The running order will be decided by the **Grading level** of the bartender in the competition.

25....There **MUST** be **WiFi** access available for the Head Judge

What do you get from the WFA?

- **Free consultancy** for your competition.
- **Advertising** on the WFA website Home Page, Grand Slam Page and on the WFA Calendar. The most extensive flair calendar on the internet.
- **Professional Judges.**
- Your competition included into **Emails** sent to ALL WFA members.
- Advertising on **Social Media** through the WFA.
- All **Results** are posted as soon as they are announced.
- **Rules and regulations template** and the **WFA scoring system.**

What does the WFA need from you?

- An interview will take place with one of the WFA team to ensure you are ready to cover all points in the requirements.
- To stay in constant communication with updates about your competition.
- FOLLOW the requirements!

Set Rules

- Some set rules **MUST** be included into **EVERY** Grand Slam competition. These are:
 - The sponsor bottle must be used for at least **10% of every routine.**
 - At least **One Real Drink** must be made on stage and judged.
 - **No syrups** are allowed in exhibition flair bottles
 - **Judges** make the Final decision on results!

Budgeting

WFA GS Comps 2015

Judges

| | Travel | Food | Accommodation | 1 day | 2 days |
|------------------|--------|------|---------------|-------|--------|
| Head Judge | YES | YES | YES | €500 | €850 |
| Grand Slam Judge | YES | YES | YES | €350 | €650 |
| Approved Judge | YES | YES | YES | N/A | N/A |

MC, DJ & Bar Backs

| | Travel | Food | Accommodation |
|-------------------------|--------|------|---------------|
| MC | YES | YES | YES |
| DJ | YES | YES | YES |
| Bar Back/Helpers x 4 | NO | YES | NO |

Advertising, Marketing and Promotion

- T-shirts - Should be printed for all competitors, and to hand out to members of the audience. Also a good idea to have some to sell.
- Flyers - Lots must be printed to hand out to bars and restaurants, and to invite down members of the industry.
- Point of Sale - Banners and posters should be printed to show off the Sponsors. A banner should be hung up behind the stage.
- Online - Social Media is a strong tool to promote your event. Pay to boost posts.
- Video - Promotional videos to be made before and after the competition to generate more awareness.
- All of the above MUST have the WFA Grand Slam logo included.

Contact

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