

12TH ANNUAL

VIRTUAL
CAHABA RIVER

FRY DOWN

-CATFISH COOK-OFF AND FESTIVAL-

ONLINE NOW

GRAND FINALE LIVE ONLINE | 10-3-21 | NOON

FREE FOR EVERYONE TO WATCH
VOTE WITH YOUR DONATION

SUPPORTERS GET VIP ADMISSION TO VIRTUAL
COOK-ALONG WITH LOCAL CELEB CHEF



ONLINE CATFISH-COOKING COMPETITION & FESTIVAL

SEE OUR TEAMS COMPETE, EXPERIENCE CAHABA RIVER VIDEO ADVENTURES,

LEARN ABOUT THE CAHABA & MORE!

SPONSORSHIP & TEAM INFORMATION

FRIED DOWN BUT NOT OUT: OUR HOT MESS 2021

Virtual CAHABA RIVER FRY-DOWN, benefitting the Cahaba River Society Online now at FryDown.com!

Tune in for the Grand Finale | Sun. Oct. 3, 2021 | Noon | Virtual | FryDown.com

Absolutely FREE to everyone, everywhere!

The Cahaba River Fry-Down is a celebration of the Cahaba River – our region’s primary drinking water source and a treasure trove of biological diversity. The principal fundraiser for the Cahaba River Society, Fry-Down is a traditionally a competitive cook-off surrounded by a party!

This year, due to Covid-19, we are taking the party virtual in the hope of reaching an even wider audience beyond the Cahaba “peopleshed” (the Cahaba watershed and Birmingham Water Works service area)!

Chefs will compete by submitting their favorite recipes for fish and side dishes and demonstrated on videos that will be aired on FryDown.com along with other exciting entertainment and education. The virtual festival will culminate in the Grand Finale including a live cook-along featuring local celebrity chefs and Comedienne Joy, followed by our announcement of awards on October 3rd from Noon to 4PM. Anyone can watch for free from the comfort of their own home. Teams can win an array of highly coveted awards by our panel of judges and by raising the most donations from team supporters.

The goals of this fun, unique event are to build support for Cahaba conservation and provide education to people about water quality, wildlife habitat, and drinking water.

FISH FRY COMPETITION

We call it a fish fry-off, but teams are encouraged to prepare their fish in any way they choose.

Teams have prepared fish cold-smoked, grilled, sautéed – lots of creative and varied presentations. Corporate and community team creations are evaluated by a panel of high-profile and celebrity judges.

The Fry-Down is a highly-coveted culinary event and a facet of the Birmingham metro foodie movement. It is unique in that there are no other area events including team catfish competition and judging.

Attendees vote for Crowd Favorite.

Judges bestow awards including Most Creative, Best Presentation, Ken Bowen Team Spirit Award, Best Side Dish, Miss Congeniality, and more.

WHAT WE DO

INSPIRE RIVER STEWARDSHIP

by connecting people with the Cahaba River for education, recreation, and stewardship.

RESTORE THE RIVER

by focusing on cleaning up pollution, protecting biodiversity, restoring natural river flows, and advocating for green infrastructure and improved stormwater design

BUILDING OUR IMPACT

through collaboration, communication and celebration

SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$10,000

- ~ This year's event will be named after your company: ***Cahaba River Fry-Down, presented by [YOUR COMPANY]!***
- ~ Your company will be recognized in all Cahaba Adventure and Fry-Down Promotional Videos.
- ~ Your company will receive an enhanced social media presence with links to your profile.
- ~ Complimentary Entry as a Virtual Fry-Team included.
- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook.
- ~ Your company will be recognized on Fry-Down website (with links to your company's website).
- ~ Your company will be recognized in pre- and post-event media.
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

COMMUNITY EDUCATION SPONSOR

\$5,000

- ~ Your company logo and name will be prominently recognized in community educational partner videos.
- ~ Your company will be recognized as a featured sponsor in select educational partner content on the website and social media.
- ~ Your company will be recognized in the credits of Cahaba Adventure and Fry-Down promotional videos.
- ~ Complimentary Entry as a Virtual Fry-Team included.
- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook.
- ~ Your company will be recognized on Fry-Down website (with links to your company's website).
- ~ Your company will be recognized in pre- and post-event media.
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

CAHABA RIVER CHAMPION

\$3,000

- ~ Your company will be recognized in the credits of Cahaba Adventure and Fry-Down promotional videos
- ~ Your company will receive an enhanced social media presence, with links to your profile.
- ~ Complimentary Entry as a Virtual Fry-Team included.
- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook.
- ~ Your company will be recognized on Fry-Down website (with links to your company's website) and recognized in pre- and post-event media.
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

SPONSORSHIP LEVELS

CAHABA RIVER SUSTAINER

\$2,500

- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook.
- ~ Your company will be recognized on Fry-Down website (with links to your company's website).
- ~ Complimentary Entry as a Virtual Fry-Team included.
- ~ Your company will be recognized in pre- and post-event media.
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

RIVER RUNNER

\$1,500

- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook.
- ~ Complimentary Entry as a Virtual Fry-Team included.
- ~ Your company will be recognized on Fry-Down website (with links to your company's website).
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

RIVER WADER

\$1,000

- ~ Your company name will appear prominently in all event marketing materials.
- ~ Complimentary Entry as a Virtual Fry-Team included.
- ~ Your company will be recognized on Fry-Down website Sponsor side-bar.
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

FRY-DOWN BFF

\$550

- ~ Your company name will appear prominently in all event marketing materials.
- ~ Complimentary Entry as a Virtual Fry-Team included.
- ~ Your company will be recognized on Fry-Down website Sponsor sidebar.
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

DID YOU KNOW?

We drink the Cahaba!

The Cahaba and its ground water are a primary drinking water source for the Birmingham Water Works and metro area cities.

The Cahaba is globally-significant for freshwater wildlife, with more species of fish per mile than any other river of its size or larger in North America!

CORPORATE TEAMS

Virtual: \$200

- ~ Online entry to participate as virtual Fry-Team (no limit on virtual team members).
- ~ Your team will be allowed to highlight your company in your video submission for your Fry-Team.
- ~ Your team will be recognized Fry-Down website (with links to your company's website) and in post-event media
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

COMMUNITY TEAMS

Virtual: \$50

- ~ Online entry to participate as virtual Fry-Team (no limit on virtual team members).
- ~ Your team will be allowed to highlight your organization in your video submission for your Fry-Team.
- ~ Your team will be recognized on the Fry-Down website (with links to your website) and in post-event media.
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society).

***You can cook any fish you want and fix it any way,
fried, sautéed, grilled etc.,***

All team applications due by Sept. 1st, 2021.

At least one person from your team must participate in promoting your online Fry-Team page and creating your team cooking video, and recipe submission by Sept. 9, 2021.

DID YOU KNOW?

Cahaba River Society's mission is to restore and protect the Cahaba River watershed and its rich diversity of life. We are a science-based expert resource and collaboration catalyst for solving river challenges.

Cahaba River Society's Shane Hulsey CLEAN Environmental Education Program has brought over 39,800 diverse youth into the Cahaba River and other area streams for immersive and highly effective science education.

CLEAN reconnects youth with nature and inspires environmental stewardship careers.

SPONSORSHIP LEVELS

2020 Sponsors



Vulcan • Birmingham Coca Cola Bottling Company United • NaphCare • Birmingham Mountain Radio
Amerex • Blue Cross Blue Shield of Alabama • Colonial Pipeline • Signature Homes
Brasfield & Gorrie • Servis1st Bank • Colonial Pipeline • America's First Federal Credit Union
Will & Carolyn Ratliff • Julie Price • Henry Hughes & Lois Woodward • FlyHighFPV

2020 CAHABA RIVER FRY-DOWN PARTICIPANTS

EMCEE

Comedienne Joy –
renowned TV Host

ENTERTAINMENT

Alabama Wildlife Center
Dala Tribal Dance Company
Feel the Beat – DJ Danny
Luminarts
Macaroni Kids South
Magic City Disco
Over the Hill Billies
Painted Personalities
Ruffner Mountain

JUDGES

George Sarris
Kathy G
Susan Swagler

























































COMPETITORS/AWARDS

Amerex – *Best Sidekick*
Big Daddy 205 – *Most Entertaining*
Cahaba Brewing Co. – *Team of Distinction*
Friends of Shades Creek – *Best Presentation*
Girl Scouts – 232 – *Small Fry Award*
Highland Lakes Team – *Team of Distinction*
Lhoist – *Team of Distinction*
Samford: Bulldogs – *Team of Distinction*
SPIRE – *Team of Distinction*
Samford: Taste of NOLA – *Team of Distinction*
TEAM Pless – *Best Production, Crowd Favorite & Champion of the Cahaba*
TEAM Baugh – *Most Creative*

Cahaba River Society is especially grateful to the many Fry-Down Sponsors, volunteers, Cahaba River Society Board Members, and friends who make this event possible.

We could not do it without you!

A QUICK LOOK

		Event Naming	Logo Recognition on select videos	Fry-Down Activity Naming	Featured on Fry-Down Cookbook	Featured in Event Materials	Websites	Social Media / Networking	Enhanced Social Media Presence	Online Event Presence / Logo /	Event Branding in Your Advertising	Host a Fry-Down Team (virtual)
<i>Presenting Sponsor</i>	\$10,000											
<i>Community Education Sponsor</i>	\$5,000											
<i>Cahaba River Champion</i>	\$3,000											
<i>Cahaba River Sustainer</i>	\$2,500											
<i>River Runner</i>	\$1,500											
<i>River Wader</i>	\$1,000											
<i>Fry-Down BFF</i>	\$550											

We hope you will join us at the 12th annual Cahaba River Fry-Down,
and we look forward to seeing your smiling faces again soon for
delicious food, family fun and celebration of the Cahaba River!