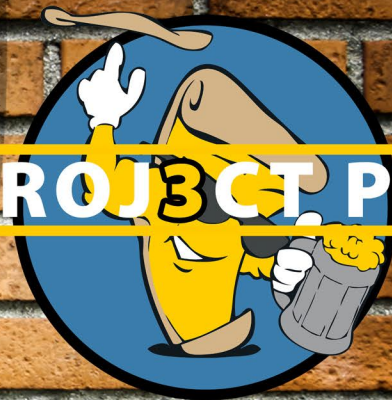


# HOW IT WORKS

## PROJECT PIE



### The Big Picture

Project Pie is a crowd-sourced art contest that will eventually crown **one local artist** to create new characters for all 20 pieces in the Flingers Craft Character series. After a window for open submissions, the Flingers team will determine 10 finalists who will advance to the Fan Vote. After considering the results of the Fan Vote, the Flingers team will determine Four Finalists who will then appear at the Grand Finale Event where one of them will be named the winner. That winner will receive a **\$1000 grand prize** and be tasked with creating the next batch of Characters, which will be featured at Flingers on the walls and in the menus until we do the contest again.



### Phase 1: Create 4 Characters (Starting 7/20/21)

The ultimate winner will create art for all 20 pieces in our Craft Character Suite. But at the outset, so as not to ask for too much free time & work from prospective artists before they know whether they've won, and to be sure the judges and fans are comparing apples-to-apples, all participating artists must submit their renditions of the same four items:

1  
the  
**SUPERFREAK**

2  
the  
**FLINGER ROLLS**

3  
the  
**GENERAL CHEESEBOMB**

4  
one  
**WILD CARD**  
of your choice

Here at Flingers, we often refer to the SuperFreak, Flinger Rolls, and the Cheesebomb as the "Holy Trinity" of our products; they're our best sellers and our signature items. So your rendition of these characters is vital. If you can do those well, you can likely be trusted with the rest. But if you can't come up with a winning vision for our most popular core products, then that's probably a bad sign. And then, to add a bit of unpredictability to the submissions, you get to choose a 4th, wild card submission from the existing craft pizzas and bombs on our menu.




**Do not invent a new pizza.** Your wild card submission must be from one of the remaining 17 currently existing products in our Craft Character Series. In other words, choose one of the following: Mimaw, Bull Bomb, Farm Bomb, Photobomb, Ticking Time Bomb, Carnivore, Smokehouse, White Chick, Luchador, Diva, El Guapo, Grill Master, Samoan, Venetian, Blackjack Mac, Windy City Fire, or the Selfie.).

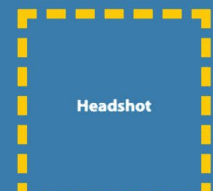
## Phase 2: Officially Entering (Deadline 8/20/21)

If you're a digital artist, upload JPEG files of your 4 designs. If you're a painter or a sketcher, you'll need to take pictures of your work and then upload those JPEGs. So if you're not a digital artist, please be prepared to take the extra step of photographing your work so that you can submit high-quality digital images.

Please upload your 4 JPEG files (your original renditions of the SuperFreak, the Flinger Rolls, the General Cheesebomb, and your Wild Card Choice) using the simple drag-and-drop interface on the main page of the Project Pie webpage, along with a good hi-res headshot photo of you, your name, email, and a short bio of yourself. Only upon doing that **by 11pm on Friday, August 20th** will you be officially entered into the contest. When you hit Submit, you'll get an auto-reply saying we've received your submissions.

**Look for these sections on the webpage to upload & enter!**

 The Super Freak Max file size 10MB.	 The Flinger Rolls Max file size 10MB.
 The General Cheesebomb Max file size 10MB.	 Wild Card Max file size 10MB.

  
Headshot  
Max file size 10MB.

Name
<input type="text"/>
Email
<input type="text"/>
Your Bio
<input type="text"/>
<b>Submit</b>

# 8/20

## ENTRY DEADLINE IS FRIDAY, AUGUST 20



## Phase 3: Selecting the Top 10 (Notifications 8/25/21)

There's no way to predict how many legitimate submissions we'll receive by August 20th. (In 2016 we received around 30, and before we had to postpone due to the 2020 pandemic, we had already received 20), but from August 21 – 24, the Flingers staff will review all the valid submissions we receive and narrow the field down to no more than 10 actual contestants. These contestants will be the ones who move forward to the fan voting stage. All entrants will be **notified on Wednesday, August 25th whether you made the cut...**or didn't.

We make no apologies that, at this stage of the game, the Flingers staff retains the absolute and total right to separate the wheat from the chaff as we see fit. Once our Top 10 contestants are presented to the fans for online voting, more voices will have a say, but in this initial stage, we say who the Top 10 are for whatever reasons we wish, and our judgment is final. Love you!

## Phase 4: Online Fan Voting (8/30/21 - 9/5/21)

Once we have our 10 Contestants, we'll arrange each of their 4 designs on the Project Pie webpage and unleash the Flingers fans to vote for which ones they like best. Think of this part of the process like the Democratic Party primary: there's a popular vote and super delegates. Fan Voting is the popular vote, and Flingers Staff are the super delegates. In other words, the Fan Voting will absolutely matter, but it won't be the only metric used. Not that we don't trust the fans, but we will absolutely not back ourselves into a corner by saying the fan vote is the "only" thing that counts and risk having a Boaty McBoatface scenario. Nor do we want the process to be hijacked because one artist was simply able to convince all their friends to vote.

These craft characters will become a staple of our brand for at least the next couple years, and we're not prepared to name undeserving finalists if it becomes apparent that some hijinks or electioneering were involved. That said, we at Flingers don't intend to abuse our Super Delegate powers and completely overturn or disregard the Fan Vote. The fan vote isn't just a PR stunt for show. It matters. And we have faith that the fans will vote for the designs they think are the best without trying to intentionally skew or rig anything. So think of our Staff input as more of a Quality Control measure. We just want to be transparent about it upfront.

As a fan, please take this seriously and vote for the artist whose mini-series of 4 designs you think genuinely deserves to be hung on the wall and seen by you and thousands of other Flingers customers for the next couple years. You'll only be able to vote once. So make it count.

## ONLINE FAN VOTE: AUGUST 30 - SEPTEMBER 5



## Phase 5: The Convention & Final Four (September 7-8)

On September 7, the Flingers Staff will gather at the Project Pie Convention to consider the results of the fan vote, weigh our own opinions, and select the Final Four. On Wednesday, September 8, all 10 Contestants will be notified: the 4 Finalists who will advance, as well as the 6 runners-up who will not. If you are selected as one of the Final Four, **you MUST be able to attend the Grand Finale Event in-person at Flingers on Monday night, September 20th.** If you cannot attend in-person, you will unfortunately be disqualified, and we will select an alternate from the group of 6 runners-up. Additionally, if you're selected for the Final Four, you must keep it quiet until we make the public announcement online at 4pm, Friday, September 10th. Don't scoop us.

If you're one of the 6 runners-up, you will still receive generous Flingers consolation prizes. As of right now, those prizes are still TBD, but if you make the Top 10 and subject your artwork to the emotional rigors of fan voting, we'll definitely reward you with something if you don't make the Final 4.

## ***Phase 6: Grand Finale Event (Monday 9/20)***

This is the fun part. On Monday night, September 20th, the Final Four (and their friends and guests) and all fan spectators are invited to a special Grand Finale Event at Flingers (also live broadcast on Facebook and/or YouTube). Think of this like American Idol meets Shark Tank. There'll be a panel of judges, and each of the 4 finalists will go before the panel (with their 4 designs on display next to them) and essentially "make the pitch" for why they should be chosen. The judging panel will ask them a series of questions, and probably even tell the finalists what they think. After each finalist has gone before the panel, the judges will retreat to a secluded area and deliberate, eventually returning to announce the winner before the live studio audience.

Once we've selected a winner, that winner will win all the prizes associated with the contest, including the \$1000 grand prize! The other 3 runners-up will also get nice prizes (still TBD, but probably a hefty Flingers gift card and some merch).

# **GRAND FINALE EVENT**

# **9/20**

## **MUST BE IN ATTENDANCE TO WIN**

## ***Phase 7: Winner's Duties (Full Cast Due 1/20/22)***

If you're our winner, your work is only just beginning. You will have already created 4 craft character designs, and now you'll have roughly 4 months to create the rest of the Craft Character series. As the winner, you will have been chosen for a reason. The fans liked your First Four. We liked your First Four. And we think you're capable of creating all 20 pieces of art that we'll be proud to have on the walls. But, please mentally and emotionally prepare yourself to receive suggestions and feedback as you work with some of the Flingers staff on each of these pieces. For the most part, we want to let you be you, so that your artistic vision is achieved in the final pieces. However, please understand that this is still our business and we will retain the final right of approval for each piece of art. Basically, don't go Diva on us.

Final digital files of all 20 craft characters should be submitted to Flingers by Thursday, January 20th, giving us roughly a month to get final prints made and hung on the walls, and to update menus and other print items with the new artwork. Also during this month-long period (from Jan 20 – Feb 20), the winner will need to be available to film short promo videos, documentary-style, talking about the project and the final artwork, etc.

## ***Phase 8: Grand Reveal (Menu Launch 2/22/22)***

Then on Tuesday, February 22nd, we'll unveil the full new suite of craft characters on the walls and in the menus. Then that's it! Your renditions of the Flingers Craft Characters will be featured until we do the whole thing again in a couple years!