

MAC N CHEESE THROWDOWN

For ten years, the Mac 'n' Cheese Throwdown has been Cleveland's original mac 'n' cheese festival and a signature fundraiser for W.A.G.S. 4 Kids – Working Animals Giving Service for Kids. What started as a fun food fight has grown into a high-energy community event that fills the room and fuels life-changing service dog training for local kids with disabilities.

In 2026, we celebrate the:
10th Anniversary Mac Throwdown
Saturday, March 7, 2026
12:00 PM – 3:30 PM
TENK West Bank – Cleveland, OH

The event features a packed lineup of mac 'n' cheese competitors, live voting, music, and a full festival atmosphere in the Flats.

Why Merchandisers Belong at the Mac Throwdown

We're building more than a tasting event. The 10th Anniversary is designed to feel like a full marketplace – food, drink, and local makers all under one roof.

As a merchandiser, you will:

- Connect with hundreds of highly engaged attendees in a concentrated three-and-a-half-hour window.
 - Be part of a curated lineup of local creators, retailers, artists, and organizations.
- Benefit from the same regional marketing that drives food-lovers to the event, including web, email, and social media exposure.
- Align your brand with W.A.G.S. 4 Kids and the work to provide mobility and autism service dogs to local children with disabilities.

For the 10th Anniversary Mac Throwdown, we are targeting:

- 15–20 food vendors
- At least 10 merchandisers
- Up to 30 total vendors filling an 8,000 square foot event space, with tables placed around the perimeter to create a continuous festival experience.



www.MacNCheeseThrowdown.com

MAC 'N CHEESE THROWDOWN

Booth Space

- One (1) 10' x 10' booth space (approximate)
- One 6-8' table and two chairs (provided by event)
- Inclusion on the event website merchandiser listing with link to your site or shop
- Inclusion in Mac 'n' Cheese Throwdown marketing materials where merchandisers are listed (event map, digital program, select social posts, and email mentions as space allows)
- Right to sell merchandise and/or promote services for the full event duration
- Listing on the event map and signage as a featured merchandiser

Merchandiser Fee: \$100

Bundle Option:

Add [Wonder Run 5K / Gala] exposure for a total of \$150.

Details available upon request.

Event Day Logistics

Event Date: Saturday, March 7, 2026

Location: TENK West Bank, Flats – Cleveland, OH

Public Event Time: 12:00 PM – 3:30 PM

Merchandiser Schedule:

- Load-in: 9:30 AM – 11:30 AM
- All booths fully set by: 11:45 AM
- Doors open to VIP/general public: 12:00 PM
- Event ends: 3:30 PM
- Breakdown: 3:30 PM – 4:30 PM

Booth Requirements

- You are responsible for bringing:
 - Branded table covering
 - Signage / displays
 - Any additional fixtures or racks you require
- Electricity is available on a limited basis and must be requested in advance.
- All sales processing (cash, card readers, QR codes) is managed by you.

Who Should Apply

We welcome:

- Local retailers, boutiques, and small businesses
- Makers, artisans, and craft vendors
- Lifestyle, home, and gift brands
- Nonprofit organizations looking to connect with families and community-minded attendees
- Experience-based activations (photo ops, games, interactive brand experiences)

We do ask that no hot food vendors apply under this category. All food vendors must apply through the competition/vendor application process.

How to Reserve your Space

Ready to join us as a merchandiser?

1. Complete THIS PDF Form or the online Merchandiser Application at:
www.MacNCheeseThrowdown.com
2. Choose your package (standard or bundle, if offered)
3. Submit payment to confirm your spot.
4. Watch for a confirmation email with final logistics, load-in instructions, and parking information.

Spaces are limited, and we anticipate filling all 10 merchandiser spots for this 10th Anniversary year.

Contact

Questions?

Contact: Sera Nelson

MacDown Founder & W.A.G.S. 4 Kids Executive Director

Tel: 216.586.5853, ext. 2

Email: sera@wags4kids.com

Mail: W.A.G.S. 4 Kids, 112 East Center Street, Berea, OH 44017

www.MacNCheeseThrowdown.com

MAC N CHEESE THROWDOWN



Organization Name: _____

Contact Person: _____

Email Address: _____ Phone: _____

Billing Address: _____

Paying By (check one): _____ Check (enclosed payable to W.A.G.S. 4 Kids) _____ Credit Card

Card Number: _____ Exp. Date: _____ SVC: _____

Print Name as it Appears on Card: _____

Authorized Signature: _____

www.MacNCheeseThrowdown.com