

Grand Slam

Pack 2018

What is the Grand Slam

The WFA Grand Slam (WFAGS) is a world wide Flair Bartending Tournament that attracts the best flair bartenders in the world to each event to compete for points which go towards a leaderboard. At the end of the season the bartender with the most points is awarded the WFA Grand Slam World Championship title and the WFA Gold Level from the WFA Gradings.

WFAGS competitions are the most prestigious in the world. Each competition must meet a strict set of requirements set out by the WFA to ensure high quality in each event.

Each event can be different but the WFA scoring system must be used at all events. The scoring system can be weighted slightly from one event to another to differentiate one competition to the next. For example, one competition might want to encourage more Originality whereas another will want to focus more on the cocktail. It is also encouraged to mix up your rules so the competition can have less time on stage, or perhaps only be working flair.

Rules & Scoring

Each competition is different to the next and we want to encourage that in 2018. This will not only diversify each competition but also encourage different routines from the bartenders themselves.

As a WFAGS Competition organiser you can choose what style of event you want to push. Working with the WFA you can choose to weigh the scoring system towards a certain category to have that style of competition.

- Difficulty
- Originality
- Choreography
- Relevance
- Cocktail

This format will be the same for every final in each competition, but during the qualification rounds we can discuss adding in a category if we all agree it suits the type of competition you are trying to organise.

The Rules and Regulations are different from the scoring system. You have full control of your rules and regulations or you can let the WFA take care of this for you taking the stress away from you?

Grand Slam Leaderboard

Bartenders earn points at each WFAGS event. Bartenders can earn a different amount of points at each competition depending on the Level of the competition. Competitions which have been running for a longer period of time will earn bartenders more points than those that have only be around for a few years.

Position	Up to 2 years	3 and 4 years	5 - 10 years	10 years +
1	100	200	400	600
2	90	180	360	540
3	85	170	340	510
4	80	160	320	480
5	75	150	300	450
6	70	140	280	420
7	65	130	260	390
8	60	120	240	360
9	55	110	220	330
10	50	100	200	300
11	45	90	180	270
12	40	80	160	240
13	35	70	140	210
14	30	60	120	180
15	25	50	100	150
16	20	40	80	120
17	15	30	60	90
18	10	20	40	60
19	5	10	20	30
20+	5	10	20	30
	Bonus points			
No drops	5	10	20	30
No Spills	3	6	12	18
Best cocktail	10	20	40	60

Position	Up to 2 years	3 and 4 years	5 - 10 years	10 years +
1st in Heats	50	100	200	300
2nd in Heats	30	60	120	180
3rd in Heats	15	30	60	90

Grand Slam Prizes

The WFA Grand Slam is the only World Wide tournament that encompasses all different discipline of flair bartending in all types of conditions. From bar exhibitions, big stages, underground venues to local bars. Winning the Grand Slam is a great achievement and an honour for the bartender to put that on their CV.

1st - WFA Gold Level - Limited Edition Gold Hoodie - WFA Limited Edition Gold Shaker
 2nd - WFA Silver Level - Limited Edition Silver Hoodie - WFA Limited Edition Silver Shaker
 3rd - WFA Bronze Level - Limited Edition Bronze Hoodie - WFA Limited Edition Bronze Shaker
 4th - WFA Limited edition Red Hoodie
 5th - WFA Limited edition Red Hoodie
 6th - WFA Limited edition Red Hoodie

Judging

The WFA Judge Academy

The WFA Judge Academy is a new arm of the WFA that will be introduced in 2018. This will teach anyone who wants to learn, how to judge a flair competition and what to expect from being a judge.

To take part in the judge academy is €500. It is a full day of training, with a theory and practical test to take at the end. You will receive a one on one interview with one of our current Grand Slam judges about your test results each participant will receive the title of “approved judge” with a certificate to go with it.

WFA Grand Slam Judges

Each WFA competition requires a professional level of judging from the most knowledgeable people in flair. Not just anyone can be a Grand Slam judge. There is a lot of dedication and determination to have the title of WFA Grand Slam Judge.

Each one of our judges is invited depending on their credentials and experience in the flair bartending world.

At any one point will have no more than 12 Grand Slam judges around the world this is because it is much easier to keep the high quality and professionalism of a smaller amount of judges. Also, as we only have certain amount of Grand Slam competitions each year there isn't enough judging seats for many more than 12.

To become a Grand Slam judge. Each person must first go through the judge academy. After this, they are then invited to come to any Grand Slam competition (on their own expense) and score each competitor as a normal judge (Their scores are not put towards the results). After this a selection of the current Grand Slam judges will look through their scores. An interview will take place about their scores, after which a decision is made as to whether or not they are invited to be a Grand Slam judge.

WFA Head Judge

This is the highest level you can reach as a judge. You need a certain amount of experience to be a Head Judge as well as have a certain skill set and credentials. There will be no more than 4 WFA head judges at any one time.

Our current list of WFA Grand Slam and Head judges are:

1. Tom Dyer - Head Judge
2. Tony Adams - Head Judge
3. Szabolcs Szoke - Head Judge
4. Andy Collinson - Head Judge
5. Timppa Nyssonnen - Grand Slam judge
6. Jay Du Toit - Grand Slam Judge
7. Gianluigi Bosco - Grand Slam judge
8. Christian Delpech - Grand Slam judge
9. Colin Griffiths - Grand Slam judge
10. Dario Doimo - Grand Slam judge
11. Tomek Malek - Grand Slam judge

The judges for each Grand Slam will be decide with you (the organiser) and the WFA together. We want to bring versatility to the flair world, and that means changing the judges as much as possible too.

Marketing & Branding

To get the best coverage, exposure, bartenders and attention for your competition we need to work as a team to push your competition to as many bartenders and non bartenders as possible.

We are in the business of growing flair bartending world wide, so the more people that are aware of your competition the better

Social Media

The WFA is on the three most popular social media channels

- Facebook: [facebook.com/worldflairassociation](https://www.facebook.com/worldflairassociation)
- Instagram: @worldflairassociation
- Twitter: WFlairA
- WFA Website

What we need from you?

Facebook

- Cover Photo - to include the date, prize money, Grand Slam Logo and sponsors
- Profile Picture
- Event Page Link

Instagram

We also need to know your Instagram account handle “@forexample” as well as your hashtags for the competition.

Our hashtags for Grand Slam competitions are. Please use these in all correspondents online.

#WFAGrandSlam
#WorldFlairAssociation

Twitter

- What is the twitter account associated with your competition.

WFA Website

This is the portal to have all the information about your competition. Rules, Date, location, Registration etc. It is also the forum used for Q&A for your competition.

Merchandise

Every competition should have at least a T-shirt for merchandise at their event, however we welcome you to have more. Here are our Brand Guidelines on how to use the WFA Grand Slam logo on your merchandise.

T- shirts - WFA Grand Slam logo goes on the right sleeve or front, chest right side.

Hoodies - WFA Grand Slam logo must be placed on the front, chest right side.

Any other merchandise - please consult with the WFA before going to print.

The logo must not be altered in anyway. If you have any questions or queries please speak to bjorn@worldflairassociation.com for help.

Newsletter

We put a blog out every week through the WFA website. Your competition will have a blog once the event is over. Angus Tookey (pr@worldflairassociation.com) is in charge of our PR and will require a small interview with you to get the blog written up. It will be checked with your before going online. We will also need a selection of photos from you for this blog.

WFA Calendar

Your competition will be listed on the most extensive flair bartending calendar on the internet.

Registrations

Registration for ALL Grand Slam competitions must happen through the WFA website.

We can personally your competition page online as much as possible to include logos, photos, videos etc. You tell us what you need and we will do our best to make it happen.

Bjorn Hughes is in charge of web development bjorn@worldflairassociation.com

Media Timeline

Every competition needs marketing and press to bring the people to watch, tell the bartending world about it and to bring the competitors. We have supplied a general timeline that you can use to help market your competition in the best way possible:

- 2 Month (or more) before the competition - Announce the competition.
- 1 month before - Announce Judges
- 1 week before - Announce competitors including previous winners, big names, new faces and local favourites
- Throughout leading up the event - Announce sponsors
- up to one month after - Upload promo video

Registration Payments

All registrations for Grand Slam competition must go through the WFA website.

Payments for entering the competition can be discussed with each competition.

Live Stream

We live in the age of Technology so each WFA Grand Slam event must be streamed live online for all the world to see. This is not only good for those that cannot make it to the event, but for sponsor awareness.

If you are unable to stream live, then we will supply the camera necessary to stream it live through the WFA Facebook page for you using the MEVO livestream camera which the head judge will bring with them to your competition

The Tournament

Every year there will be a maximum of 10 Grand Slam competitions. We will endeavour to ensure the location of every event is spread out throughout the year and throughout the world. Larger countries and those where flair bartending is more prevalent have the possibility of 2 events per year.

For 2018 we plan to have the following Grand Slam competitions:

1. January, Olybet Flairmania - Latvia
2. March, Name Unknown - India
3. May, Gaeta Flair Passion - Italy
4. June, Skyy Occitania - France
5. July, Skilled Flairtender - Mexico
6. August, Cambridge cocktail Weekend - UK
7. September, Paris Flair Open - France
8. October, FABBRI Flair Supply - Hungary
9. November, Roadhouse World Finals - UK

Assets

Sponsor Pack...

Discount

Being on the WFA Grand Slam will give you discount codes / vouchers for all competing bartenders and organisers of the evening for a certain period of time. This will obviously give the competitors a chance to buy all equipment they may need for the event.

Digital Badges

The WFA website is a portal for bartenders to share everything bartender related. It is like Facebook for Flair Bartenders. Plus we also have Gamification which is an online reward system for completing certain tasks.

Digital badges - Bartenders will be rewarded with a badge when they compete in a Grand Slam event. They will also receive badges for things such as:

- Placing 1st
- Receiving a Grading Level
- Reaching a certain amount of friends
- Posting a certain amount of comments
- Entering ALL Grand Slam competitions.
- Plus many more...

Consulting

Of course, when you become part of the Grand Slam you have another team of people at the WFA to help you with your event. Our job is to grow flair bartending and organise the greatest flair events in the world.

We are here for your every need (within reason). We have extensive knowledge in running competitions and are here to take some of the load off of you.

Online Scoring system

In this day and age where everything is digital, we are going the same way with our scoring system. At the moment all Grand Slam competitions use a google spreadsheet for the scoring. This enables the judges to input their scores directly into the score sheet themselves, and gives the results of the competition almost straight away.

We then post all results of the competition the day after the event for the competitors to see.

If you have another way you want to present the scores of your competition, please discuss with us and we'll be happy to help make it a reality.

How do I apply

If you think you have what it takes to have a Competition on the WFA Grand Slam, then all you need to do is email tom@worldflairassociation.com and tell us as much info about your competition as you can.

If it is an already established competition that wants that extra boost there is a chance that we can add it to the WFAGS almost right away. if it is a new competition you may have to do one trial run for the first year.

Once you get in touch we'll arrange a video call with you and discuss the options.

Branding the competition

At each WFAGS event we require the Grand Slam logo to be present on the following locations/materials:

- Running order
- T-shirt / Other clothing
- Flyers & Posters
- Stage Banner / Screen
- Rules and regulations
- Live Stream
- Announced by the MC throughout the competition.
- Online posts

- Videos - Pre and Post videos for your competition must include the GS logo at the beginning of the video or in the corner of the video to show that it is a Grand Slam event.