

Stone Crab Contest 2025

A. Before event

- a. Put on our website – Heather Malafy
 - i. Put event and waiver form on website
 - ii. Create a banner on the home page
- b. Put on social media – Lauren and whomever runs main restaurant FB page
- c. Call Coral Keys Party Rentals to schedule for set up
 - i. 305.587.1633 – Clay
 - ii. Schedule set up day before event
 - iii. 20x40 tent, six 8 foot table and 60 chairs
- d. Radio and Event DJ – Erika Perkins
 - i. erikaperkins@flkeysmedia.com
 - ii. 248-298-9828 (cell)
- e. Trophys/Plaques for winners - Key Breeze Engraving
 - i. 305.451.9787
 - ii. 1st, 2nd, 3rd place for Singles
 - iii. 1st, 2nd, 3rd place for Teams (make 2 of each since 2 ppl teams)

B. Setup

- a. Coral Keys Party Rentals for the tent, tables and chairs day before the contest
 - i. Block that area of the parking lot day before the set up (Thursday night)
- b. Set up sign up station – typically we've done in front of the market door but upstairs could be an option if want to open early
 - i. Copies of Waiver forms printed
 - ii. Sign up sheet (names and teams on separate sheet) – this will be used to call out contestants when their turn – make it legible so Steve can read it
 - iii. Pens
- c. Move picnic tables located in the marina area and set them up directly in front of tiki bar. Move bike rack beside tiki bar on the west side – do NOT block accessible parking spot
 - i. Cover picnic tables with rectangular plastic table cloths
 - 1. Purchased at dollar store
 - 2. Cover each table with **FIVE** cloths, stapling each one around the table to hold down
 - 3. Remove section of tiki bar downstairs fence (parking lot side) for flow through
- d. Pepsi's Stone Crab Contest banner hung up under Tiki Bar – parking lot facing, closest to the stairs
- e. Radio DJ/MC of contest – Steve Miller and Tiny with US1 Radio

- i. Set up their station in front of the accessible parking spot directly in front of the office – power outlet used by ICE machine
 - ii. Give them list of donors to thank during the contest and on radio broadcast
 - iii. Give list of prizes for each of winners (1st-3rd place for singles, 1st-3rd place for doubles)
- f. Islamorada Beer tent set up directly beside the canopy tent – across from radio/MC set up area

C. Donations/gifts

- a. Provided by local businesses – different every year. Reach out to whomever as **early as possible**
- b. Ideas for donors
 - i. Pepsi/Sysco/PFG/Gordons/US Foods reps if company can donate \$\$
 - ii. Local hotels gift certificates
 - iii. Fishing charters gift certificate for half day
 - iv. Tourist attractions (Turtle Hospital, Dolphin Research Center, Aquarium)

D. Advertising/Promotion

- a. Radio spot through US1 Radio – Erika Perkins 248.298.9828
 - i. Broadcast week leading up to contest on both US1 radio stations
- b. Newman PR – JoNell (239.938-6062) handles everything needed for filming and sending out to the media
- c. Have the Event placed on our website as soon as a date is set along with the current rules and waiver form

E. Items needed

- a. Disposable tablecloths (at least 20) – dollar store
- b. Crab bibs – should still have some in white trailer in black tote boxes
- c. Crackers? We supplied in the past but others brought their own tools – maybe ask if tool needed?
- d. Stop watches/timers – black tote boxes
- e. Gloves – for judges
- f. Clip boards