



Comox Valley Economic Development
200 - 580 Duncan Ave
Courtenay, BC,
V9N 2M7

BC Seafood on Your Plate

June 12-21, 2015 BC Shellfish & Seafood Festival

Introduction

The 2015 BC Shellfish and Seafood Festival, celebrates everything shellfish and seafood, boasting an enjoyable series of events and promotions. Together with the Festival, hotels and tourism industry, and the sponsorship from a major Vancouver Island Newspaper group, a significant integrated marketing and sales campaign is being implemented to drive overnight accommodation and visitation to the region to enjoy all the Festival has to offer. This is your opportunity to leverage this campaign to drive awareness to your own business by participating in the *BC Seafood on Your Plate* campaign.

Opportunity

BC Seafood on Your Plate will run for the 10 scheduled festival days (June 12 – 21) and will include marketing participating restaurants that are showcasing BC shellfish or seafood dining options. *BC Seafood on Your Plate* dining options must be specially prepared for the festival and provided to customers on a Fresh Sheet style Menu. Restaurants will be showcased on the BC Shellfish & Seafood Festival website, newspaper ads, online ads and posters.

Participation Requirements:

- Cost to participate is \$200
- Must feature at least one shellfish or seafood dining option on a Fresh Sheet for the 10 scheduled days of the Festival (June 12-21). Dining options can be appetizers or main course.
- Must provide Fresh Sheet PDF for inclusion on website.
- Include and promote the BC Shellfish & Seafood Festival via restaurant Social Media, Websites, Menu.

Please contact Ashley Coulter at ashley@discovercomoxvalley.com should you have question regarding registration.

Toll Free 1.877.848.2427
Tel 250.334.2427
Fax 250.334.2414

discovercomoxvalley.com

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BC Seafood on Your Plate Participation Agreement

CAMPAIGN DATES: JUNE 12 – 21, 2015

COMPANY NAME

CONTACT NAME

ADDRESS

PHONE

EMAIL

PAYMENT OPTIONS \$200

☐ CHEQUE

☐ VISA

☐ M/C

☐ CASH

☐ INVOICE

**CREDIT CARD # _____

EXPIRY DATE _____ NAME AS IT APPEARS ON CARD _____

***Credit Card information is mandatory. A Credit Card must be provided, and will be charged if payment of outstanding amount is not received with approved proof.*

I AGREE TO PARTICIPATE AS OUTLINED:

PRINT NAME

TITLE

SIGNATURE

DATE

Please complete this registration form by **Wednesday, April 1, 2015**
and return by Fax 250-334-2414 or email ashley@discovercomoxvalley.com

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