

Host an Event for the 2015 BC Shellfish and Seafood Festival June 12 – 21, 2015

Introduction

The 9th annual BC Shellfish and Seafood Festival is a 10 day Festival celebrating everything shellfish and seafood and boasts an incredible series of events and promotions. 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 of this exciting Festival to your own business.

Host an Event

Businesses are encouraged to leverage Festival marketing by hosting a shellfish or seafood related event, June 12 – 21, 2015.

Festival event ideas include but not limited to:

- Specialty Dinners - 'Surf and Suds', Wine and Oysters...
- BBQ's – Beach side, at your business...
- Oyster Shucking
- Arts and Crafts – painting shop/lessons with seafood theme, jewelry making, other crafts
- Educational Components – public speaker, fishing workshop 'learn from the pro's'
- Fishing derby
- Cooking demos/classes
- Chowder tasting – chef competition etc
- Tours – Explore the bottom of the sea (diving), fishing tour, walking tour...
- Be Creative!

Participation Includes

- Online marketing via Festival website (www.bcsheffishfestival.com), Facebook, Twitter
- Print Marketing; including Festival event calendar ads.
- Posters

Participation Agreement

- Event host will allocate all or a portion of event tickets to be sold via the Festival (www.bcsheffishfestival.com & Vancouver Island Visitor Centre)
- Events who have 20+ attendees are required to give 2 free event tickets for contesting and promotions (open to negotiation).
- Payment for sold tickets will be issued a minimum of 60 days after completion of the event.

Contact Ashley Coulter, ashley@discovercomoxvalley.com, 250.334.2427 x 222, if you have questions.

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PARTICIPATION AGREEMENT

9th ANNUAL BC SHELLFISH AND SEAFOOD FESTIVAL
JUNE 12 – 21, 2015

COMPANY NAME _____
CONTACT NAME _____
ADDRESS _____
PHONE _____ EMAIL _____

CREATE AN EVENT FOR THE BC SHELLFISH AND SEAFOOD FESTIVAL - PLEASE PROVIDE DETAILS FOR YOUR EVENT:

DATE: _____ TIME: _____ COST PER TICKET: _____

OF TICKETS TO SELL: _____

LOCATION: _____

NAME OF EVENT: _____

DISCRIPTION: _____

I AGREE TO PARTICIPATE AS OUTLINED:

PRINT NAME _____ TITLE _____

SIGNATURE _____ DATE _____

Please complete this registration form and return by Fax 250-334-2414 or email ashley@discovercomoxvalley.com

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