



2019 Dine Out Vancouver Festival – CULINARY EVENTS RFP January 18 to February 3, 2019

OVERVIEW

Dine Out™ Vancouver Festival (DOVF) is Canada's largest food and drink festival and features Vancouver's restaurants, hotels and industry producers and suppliers. It showcases the Vancouver's culinary scene and the City as an international culinary travel destination. The "events pillar" fulfills the objective of providing 'epicureans' with a 17-day schedule of unique and compelling culinary experiences. Dine Out's well-recognized brand, widespread communications channels, and industry partnerships are leveraged to support the festival and drive locals and visitors to take part.

DOVF organizers wish to collaborate with various "Event Producers" in a joint effort to populate Dine Out™ Vancouver Festival's Event Schedule. If you are interested, please read on as there are a number of criteria that must be followed for DOVF brand integrity and for a seamless execution of the overarching guest experience.

When is it? January 18 – February 3, 2019

WHAT IS A FESTIVAL EVENT?

A Dine Out™ Vancouver Festival Event is a culinary focussed experience that takes place during festival dates. These may include a culinary tour, cooking competition, food inspired lectures/workshops, debates, cooking classes and demonstrations, farmer's markets, farm to table dinners, Winemaker's dinners, dinner theatre, food and fashion and pop-up restaurant events.

The events broaden the scope of the festival beyond the traditional three-course dinner component, and provide festival-goers unique tantalizing experiences they would not find anywhere else, at any other time of the year.

Festival events are listed dineoutvancouver.com/events. Producers (you) organize and handle ALL of the event details and logistics. Dine Out Vancouver facilitates primary marketing and ticket sales.

REQUEST FOR PROPOSALS & EVENT IMPLEMENTATION FORM

If you are interested in participating in Dine Out Vancouver Festival by producing an event, the criteria for these events must follow the guidelines below:

DATES: The events must run during Festival dates of January 18 – February 3, 2019

In an effort to distribute events over the course of the 17 days of the festival, we will limit events to two per day where possible.

PRICING: Pricing must be **ALL INCLUSIVE** and such that all producer costs are covered, including GST, any specified revenue share and gratuity. Free and/or sponsor-driven events are welcome. Each event should showcase some aspect of Vancouver's culinary scene.



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FINANCIAL CONSIDERATION: Producers assume all financial risk associated with organizing and producing their event.

TICKETING: All ticket sales **MUST** be through Tourism Vancouver's Tickets Tonight box office. Ticket sales are slated to commence **November 1st, 2018** (subject to change). *Events are built on a first come, first serve basis, and require 14 business days to complete the ticketing set-up. Please plan accordingly.*

COSTS: The following cost structure applies to all events.

- **\$125 Administration Fee** charged to all producers for each unique event series. This fee covers set up and support and will be invoiced upon set up of the event. Please factor this into your base ticket price.
- **Ticketing Fee** – A Ticket Service fee is added to the total producer submission price and **paid for by the ticket buyer**. This follows the prescribed schedule in the submission form and is based on the cost of the ticket.
- **Revenue Share** – Tourism Vancouver will retain a 10% revenue share (commission) of ticket sales proceeds for **ALL EVENTS**. The Revenue share portion applies to the base ticket price before taxes and gratuity. (I.e: Ticket price: \$100 plus tax and grat. Tourism Vancouver Rev Share portion is \$10)

REVENUE DISTRIBUTION: Revenue from event ticket sales is held in trust by Tourism Vancouver until the completion of the entire event series. Revenue, net of Ticket Service Fee, Ticket Administration Fee, and Revenue Share/Commission portions will be remitted back to the Producer for each event via EFT. **All funds are held in trust until the event series has been completed.** Producers are required to remit GST for their portion of proceeds. Main producers are then required to distribute funds through to any suppliers or other producer participants involved in the event.

HOSTING AND PROMO TICKETS: Producers are required to provide a set of **two complimentary** tickets for Tourism Vancouver for each event, to use in contest prizing and media activities. You are advised to incorporate the cost of these tickets into the pricing of your ticket. Extra tickets may be negotiated on an as need basis. Any unused tickets will be remitted back to inventory.

*Please note that there will be no ticket booths to purchase tickets at this year, therefore all guests will need to either print at home or can opt to receive a hard copy ticket for the event.

MENU CONSIDERATIONS: It is advised that producers fully disclose if they are able to accommodate special meal requests. If they are able to accommodate such requests, a direct call to action (ie. a phone number or Dine Out specific email address) must be included in the online event copy.

AGE RESTRICTIONS: If events are intended for an audience over the legal age, producers must include specific details around age restrictions. If necessary, producers must include timings in which minors are allowed to participate in or attend events.



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SOCIAL MEDIA AND BRANDING: Producers are required to include Dine Out Vancouver Festival social media hashtags and branding in addition to their own branding in their communications and collateral pieces. Social Media must include **@DineOutVanFest** and the **#DOVF** hashtag. A current Dine Out Vancouver Festival brand logo can be obtained from the Marketing Services team.

CLUB AMUSE-BOUCHE: Club Amuse-bouche is Dine Out Vancouver Festivals' VIP program. Where applicable, the Producer can collaborate with DOVF organizers to identify opportunities for upgrades and premium level ticketing as part of the *Club Amuse-bouche* program.

SPONSORS: Mention of Tourism Vancouver, DOVF and any of DOVF's key partners must be taken into consideration, including provision for DOVF branded materials and signage. Additionally, the Producer should facilitate inclusion of DOVF sponsors as part of the event should DOVF request inclusion.

The Producer is also permitted to solicit their own sponsors to support the Event provided they do not conflict with overarching DOVF sponsor agreements. All efforts must be made to give priority to DOVF sponsors in advance of alternate providers.

SUBMISSION PROCESS: Download the Event Implementation Form (excel document) and Email to:

Tiffany Wood, Coordinator, Tickets Tonight
604. 631.2877 ticketstonight@tourismvancouver.com

[LINK TO DOWNLOAD SET-UP EXCEL DOC HERE](#)

DEADLINE for FINAL SUBMISSION: Wednesday, October 10th, 2018*

Events may be added past this date, though ticket sales are impacted by delayed inclusion. Events are built on a first come, first serve basis, and **full completion of the registration form. We require 14 business days to complete the ticketing set-up.*

Ticket sales start on Thursday November 1st, 2018 (subject to change)

For Programming and eligibility questions, contact:

Victoria Porcellato, Specialist, Experiences & Initiatives, Tourism Vancouver
604.631.2815 vporcellato@tourismvancouver.com