

2023 Dine Out Vancouver Festival CULINARY EVENTS RFP



Season 21

OVERVIEW

Dine Out™ Vancouver Festival (DOVF) is Canada’s largest food and drink festival and celebrates Vancouver’s restaurants, producers, suppliers and hotels. It showcases the Vancouver’s culinary scene and supports, through marketing, Vancouver as an international culinary travel destination.

The “events pillar” fulfills the objective of providing ‘epicureans’ with a schedule of unique and compelling culinary experiences held during the festival. Curated under the title “Destination Collection”, these culinary events support Vancouver’s position as a culinary city, and 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 invite external “Event Producers” to coordinate and submit an event under the Dine Out Vancouver Festival umbrella. If you are interested, 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 20 – February 05, 2023

WHAT IS A CULINARY EVENT OR EXPERIENCE?

Restaurants and event producers can link with the festival through the Culinary Events & Experiences program where they curate culinary experiences that give their guests a deeper exposure and familiarity with Vancouver’s culinary environment. Examples of these include chef tasting menus that take the guest on a culinary adventure, themed long table dinners with featured sommeliers or craft brewers/distillers, cooking classes, foraging tours, neighbourhood food tours, the Vancouver World Chef Exchange (this is by invitation only) and more. These “events” are outside of the three price ranges noted above. These can be one-off events, or held daily, but will be featured separately on the www.dineoutvancouver.com/events landing page. Planning, organizing, and ticketing are the full responsibility of the restaurant or event producer. Revenue is retained by the restaurant in full. The registration fee still applies.

Producers organize and handle ALL of the event details, logistics and ticket sales. Dine Out Vancouver facilitates primary marketing and a centralized repository for the event content. The registration fee is \$150 plus GST per unique event.

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REGISTRATION 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 20 – February 5, 2023

In an effort to distribute events over the course of the 17 days of the festival, we reserve the right to limit events to two per day where possible. Events can be a one-time only event, or run as many times as you like within the period, including daily.

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

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

TICKETING: Producers must handle ticket sales for their respective events. Destination Vancouver no longer facilitates ticket sales. We will however provide a Calendar of Event listing on dineoutvancouver.com/events which will link directly to whatever ticket service you choose to use.

Ticket sales are scheduled to begin December 1st, 2022.

COVID-19 SAFETY PLAN: Producers are required to adhere to all applicable Covid-19 safety protocols as indicated in the current Public Health Order in place at the time. All events must also have a Covid-19 safety plan in place if required under PHO guidelines.

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.

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.

SPONSORS: The Producer is 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.

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SUBMISSION PROCESS:

1. Email Cristina Hernandez chernandez@destinationvancouver.com with intent to participate and the following details:
 - a. Event Synopsis
 - b. Preferred Date to hold the event
2. Complete the [Event Submission Form](#)
 - a. Ensure you select “Dine Out Vancouver Festival” as the ‘event-category’.
3. We will follow up with submissions directly for confirmation or to obtain additional information.

To Submit your event please click here: [EVENT SUBMISSION FORM](#)

DEADLINE for FINAL SUBMISSION: November 15, 2022

TICKET SALES BEGIN DECEMBER 1, 2022