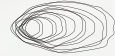


BC SEAFOOD ON YOUR PLATE

BC SEAFOOD ON YOUR PLATE 2017 PARTICIPATION AGREEMENT

JUNE 9 - 18, 2017



BC SHELLFISH & SEAFOOD
FESTIVAL

Proudly supported by:



Introduction

You are invited to join BC seafood restaurants and chefs for the *BC Seafood on Your Plate* campaign, presenting sustainable BC seafood paired with BC wines, beers and spirits on fresh sheets from June 9 – 18, as part of the 11th annual BC Shellfish & Seafood Festival, during BC Seafood Month.

Why participate in BC Seafood On Your Plate?

By participating, your business can leverage this comprehensive marketing campaign via:

- Inclusion on *BC Seafood on Your Plate* landing page at BCShellfishFestival.com (100,481 sessions in 2016) with restaurant listing supplied photo and/or logo, restaurant description and link to website;
- *BC Seafood on Your Plate* Contest – The Winning Restaurant will receive **\$1000 cash**. Plus, the Winning Diner will receive a gift certificate of their choice to a participating restaurant;
- BC Seafood Month insert plus inclusion in other Newspapers;
- Extensive Facebook and online advertising targeted to seafood lovers throughout BC;
- Partnering with the BC Wine Institute to include BC VQA Wines pairings into your *BC Seafood on Your Plate* menus;
- Participating restaurants will be provided a festival banner stand and tent cards to promote the event and a social media toolkit to promote the #BCSeafoodie contest to their followers to build excitement and engagement that will include graphics and suggested social media posts.



Other BC Shellfish and Seafood Festival Restaurant Marketing Opportunities:

- **Ocean Wise™ Chowder Challenge** – June 18, Comox Valley – submit your finest seafood chowder, to compete for a coveted spot to participate in Vancouver Aquariums' Ocean Wise™ Chowder Chowdown!
- **Fanny Bay Oysters Shucking Championship** – June 18, Comox Valley – Know a great shucker? Hosted by world record oyster shucking holder, Shucker Paddy, the fastest shucker in BC wins a spot in the PEI Shellfish Festival Raspberry Point International Shucking Competition; includes return Air Canada airfare, 3 nights accommodation and a \$750 stipend!

Contact Karen Bonell at karen@discovercomoxvalley.com or 250-792-3733 to register



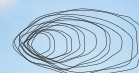
BCShellfishFestival.com

#BCSeafoodie

BCSeafoodExpo.com



BC SEAFOOD ON YOUR PLATE



BC SHELLFISH & SEAFOOD
FESTIVAL

PARTICIPATING RESTAURANTS AND CHEFS INCLUDE...



RONALD ST. PIERRE
Locals Restaurant
Courtenay



JOHN MCMANUS
The Vancouver Fish Company
Vancouver



NATHAN FONG
Fong on Food



CHRIS WHITTAKER
Forage
Vancouver



NIGEL MCMEANS
Blackfin Pub
Comox

BC SEAFOOD ON YOUR PLATE 2017 PARTICIPATION AGREEMENT JUNE 9 - 18, 2017 • COMOX VALLEY

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

PAYMENT OPTIONS \$300 (\$200 for BCRFA Members)

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 and return by fax 250-334-2414
or email karen@discovercomoxvalley.com**



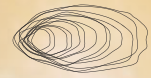
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#BCSeafoodie

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FESTIVAL



**British Columbia
Restaurant & Food Services Association**

1 YEAR BC RESTAURANT & FOOD SERVICES ASSOCIATION MEMBERSHIP INCLUDED WITH STANDARD REGISTRATION - \$345 VALUE

Cost Savings Benefits

BCRFA's dynamic network attracts industry suppliers and allows them to negotiate business savings and reduced costs for their members including:

- BCRFA Assistance Line • Credit Card Processing with Chase Paymentech
- Health Benefits with Morneau Shepell • Cell Phone Service with Rogers
- Payroll Processing with Payworks • Business Insurance with AC&D
- Mills Office Products • Complimentary BCBusiness Magazine Subscription

Advocacy & Industry Programs

As a member of numerous government advisory boards, the BCRFA has expertise in government relations and is working with government to ensure a strong business environment keeps the industry strong.

Knowledge

For more than 40 years, the BCRFA has been the province's go-to resource for information on BC's restaurant industry. They have the tools to keep you informed and engaged with the industry, helping you to operate your business with guaranteed success and results.

- Complementary Red Tape/Regulation/HR Advice • Restaurant Regulations Manual
- Complementary Operations Advice • BC Restaurant News - published quarterly
- Liquor licensing advice • Monthly E-News & Industry Alerts (as needed)

Marketing

Grow your business and expand your network! BCRFA has marketing tools and industry events that help you gain brand awareness for your restaurant. Through *Dine Around* events, online listings and more, the BCRFA has the ability to help you increase sales.

To maximize your BCRFA member benefits, please contact Sherri Barkoff or Ian Tostenson, President and CEO, at 1-877-669-2239 or info@bcrfa.com



BCShellfishFestival.com

[#BCSeafoodie](https://twitter.com/BCSeafoodie)

BCSeafoodExpo.com

