

BC SEAFOOD ON YOUR PLATE

BC SEAFOOD ON YOUR PLATE 2018 PARTICIPATION AGREEMENT

JUNE 8 - 17, 2018

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 8 – 17, as part of the 12th annual BC 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 BCSeafoodFestival.com (150K visits in 2017) with restaurant listing supplied photo and/or logo, restaurant description and link to website;
- *BC Seafood on Your Plate* Contest – The restaurant with the most votes will win **\$1000 cash**. Plus, the Winning Diner will receive a gift certificate of their choice to a participating restaurant;
- BC Seafood Month advertising insert (100K distribution) plus inclusion in other Newspapers (see attached 2017 Chef Feature Page);
- Extensive Facebook and online advertising targeted to seafood lovers throughout BC;
- Participating Restaurants will be provided window decals, bill inserts and tent cards to promote the event and a social media toolkit to promote the contest to their followers to build excitement and engagement that will include graphics and suggested social media posts.

Other BC Seafood Festival Restaurant Marketing Opportunities:

- **Ocean Wise™ Chowder Challenge** – June 16/17, 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 16/17, 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!
- **BC Seafood Month Insert** – 100K distribution via Black Press on Vancouver Island.

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



Presented by:



Supported by:



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COMPANY NAME _____ CONTACT NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

BC SEAFOOD ITEM(S) RESTAURANT WILL FEATURE _____

EMAIL CHEF HEAD SHOT TO [KAREN@DISCOVERCOMOXVALLEY.COM](mailto:karen@discovercomoxvalley.com)

CHEF BIO _____

RESTAURANT DESCRIPTION _____

SOCIAL MEDIA: TWITTER _____ INSTAGRAM _____ FACEBOOK _____

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**



BC SEAFOOD ON YOUR PLATE



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



2017 BC SEAFOOD MONTH INSERT

CHEF FEATURE PAGE



BCSeafoodonYourPlate.com

More than 9,000 British Columbians are employed in the seafood sector.



FEATURED CHEFS & RESTAURANTS

VOTE AND WIN!

Vote for your favourite BC Seafood on Your Plate participating restaurant for a chance to WIN \$300 in dining gift cards! BCSeafoodonYourPlate.com



Chef Chance Wilke
Avenue Bistro,
Comox, BC



Chef Chris Andraza
Fanny Bay Oyster Bar, Vancouver, BC



Chef Chris Whittaker
Forage,
Vancouver, BC



Chef Alex Chen
Boulevard Kitchen and Oyster Bar, Vancouver, BC



Chef Chris Zmeis
Yamas Greek Taverna, Courtenay, BC



Chef Dave Craggs
Ferris Upstairs Seafood and Oyster Bar, Victoria, BC



Chef Adrian Merrilees
Fluid Bar & Grill, Courtenay, BC



Chef Steve Dodd
Bisque Restaurant, Courtenay, BC



Chef John McManus
Vancouver Fish Company, Vancouver, BC



Chef Kevin Frisch
Toscanos Mediterranean Grill, Comox, BC



Chef Nigel McMeans
Blackfin Pub, Comox, BC



Chef Nyle Petherbridge
Ocean 7 Restaurant, Courtenay, BC



Chef Frank Pabst
Blue Water Cafe, Vancouver, BC



Chef Ronald St. Pierre
Locals Restaurant, Courtenay, BC



Chef James Walt
Araxi Restaurant & Oyster Bar, Whistler, BC



Chef Tim Gilleland
The Prime Chophouse and Wine Bar, Courtenay, BC



Chef Todd Radford
Billy D's Pub & Bistro, Courtenay, BC



Chef Steve Helliwell
Martine's Bistro, Comox, BC



Chef Tyler Parker
Steamship Grill and Bar, Victoria, BC



Chef Warren Barr
The Pointe Restaurant, Tofino, BC

