

## BC SEAFOOD ON YOUR PLATE 2020 PARTICIPATION AGREEMENT



**JUNE 12 - 21, 2020**

### 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 12 – 21, as part of the 14th 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](http://BCSeafoodFestival.com) (196K visits in 2019) 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 feature, plus inclusion in other Newspapers (see attached 2019 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:

- **Annual Ocean Wise Chowder Challenge** – June 21, Comox Valley – submit your finest seafood chowder, to compete for a coveted spot to participate in the next Ocean Wise Chowder Chowdown!
- **Fanny Bay Oysters Shucking Competition** – June 20, 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! Cash prizes also available 1st place \$2500, 2nd place \$1000, 3rd place \$500.

**[Email events@discovercomoxvalley.com](mailto:events@discovercomoxvalley.com) to register**

# BC SEAFOOD ON YOUR PLATE



## BC SEAFOOD ON YOUR PLATE 2020 PARTICIPATION AGREEMENT

**JUNE 12 - 21, 2020**

COMPANY NAME \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

BC SEAFOOD ITEM(S) RESTAURANT WILL FEATURE \_\_\_\_\_

EMAIL CHEF HEAD SHOT TO [EVENTS@DISCOVERCOMOXVALLEY.COM](mailto:EVENTS@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 \_\_\_\_\_

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# 2019 BC SEAFOOD MONTH FEATURE

6 | JUNE 2019 | BC SEAFOOD FESTIVAL

## BC Seafood on Your Plate featured Chefs & Restaurants



**Andre Durbach**  
Il Falcone



**Slone Romano**  
Atlas Cafe



**Frank Pabst**  
Blue Water Cafe



**Richard Benson**  
Ocean7 Restaurant,  
Kingfisher Resort



**Kevin McKellar**  
Prime Chophouse  
and Wine Bar



**Welbert Choi**  
Forage



**Bob Hullin**  
Avenue Bistro



**Morgan Wilson**  
Q at the Empress



**Dai Fukasaku**  
Fukasaku of Prince Rupert



**Kevin Frisch**  
Tosceno's Trattoria



**Alex Lavroff**  
Garden Bistros @ O'Rourke's  
Peak Cellars



**Chris Andraza**  
Fanny Bay Oyster Bar



**Carmen Ingham**  
The Pointe Restaurant



**Stephan Halliwell**  
Martine's Bistro



**Nigel McMeans**  
Blackfin Pub

### Mixologists



**Amber Bruce**  
The Keefer Bar



**Kumiko Umeno**  
Chicha Restaurant



**Sabrina Dhaliwal**  
Pourhouse



**Katie Ingram**  
Elisa



**Ronald St. Pierre**  
Locals Restaurant



**Jeff Hall**  
The White Whale Restaurant

### Featured Chefs & Restaurants



**Aaron Rail**  
Kingfisher Oceanside  
Resort & Spa



**Bobby Milheron**  
West Restaurant



**Jean-Francois Quaglia**  
Provence Marinade



**William Tell**  
Restaurant



**Sunam Pongsang**  
1410 World Bier House



**Yolanda MacLaren**  
Custom Gourmet Catering

**Vote & Win!** BC SEAFOOD ON YOUR PLATE  
COMOX VALLEY, BRITISH COLUMBIA, CANADA

\*Content ends June 16\*



**John Carlo Felicella**  
BC Culinary Team



**Dominic Fortin**  
Q at the Empress

VAL | JUNE 2019 | 7



**Tabitha Ramsey**  
Match Eatery  
and Public House



**Tim Pawsey**  
Hired Belly

**Jade Berg**  
Private Chef

**Erikson**  
CA, 4TH  
eration  
ng