

THE 1ST ANNUAL



VENDOR PACKAGE

WWW.CALGARYWINGFEST.COM

BROUGHT TO YOU BY
WINGSⁿBEER.COM

NOVEMBER 7, 2015 • 4:20PM - 10:00PM • THE WESTIN HOTEL



Dear Vendor,

We would like to formally invite you to participate in the inaugural Calgary Wing Festival brought to you by WingsnBeer.com. Your establishment has been handpicked by our team and offered an invitation to compete based on your unique recipes and quality of the wings you serve.

The Festival allows your establishment an opportunity to connect and engage with local Calgarians, to a highly targeted market, which frequently seek a variety of venues for flavourful, meaty wings. The Festival takes place November 7th, 2015 at The Westin Hotel downtown at 320 - 4 Ave SW, Calgary, AB.

We believe in providing a great fan experience, supporting local charities, providing the best wings Calgary has to offer and answering that vital question – Is there one wing to rule them all?

To compliment your wings, we are excited to announce our partnership with Tool Shed Brewing Company. The team at Tool Shed will be serving full glasses of their Red Rage, Star Cheek, People Skills and seasonal brews.

Attached is an application to participate along with full details of this exciting opportunity. There are a limited number of spots available, so don't delay!

For more information, please contact Michael Wynn at michael@wingsnbeer.com or visit www.CalgaryWingFest.com.

We hope you will join us as we hold this amazing event.

Sincerely,
Michael Wynn

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Our wing vendors are the stars of the show.
Take advantage of the largest gathering of wing lovers in Calgary by securing your space today.

CALGARY WING FESTIVAL COMPETITION

The Calgary Wing Festival competition provides a great opportunity to showcase your best chicken wings and unique flavours.

All participants will be entered into the People's Choice, Judge's Choice and Most Exotic Flavour categories and will have opportunities to enter additional categories, which will be announced closer to the Festival date.

OPPORTUNITY FOR PROFIT

The 2015 Calgary Wing Festival will operate on a profit-share model. Festival attendees will purchase tickets that can be exchanged for chicken wings from our various vendors. Tickets will be sold by the Calgary Wing Festival at a cost of \$0.50 per ticket and \$0.25 from each ticket collected will be returned to the vendor.

STANDARD VENDOR PACKAGE (\$600*) *Only \$490 Before Sept.25th

Your Wing Festival package includes the following:

- 10'x10' booth space.
- Calgary Health compliant heating and serving area.
- 2, 8 foot tables, dressed.
- Secured storage, including access to refrigeration space and warming units (limited spacing available.)
- Entry into the Calgary Wing Festival competition to show off your best wings.

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- Exposure to an estimated 800 of the city's most discerning wing fans and our 30,000 plus monthly online users.
- Comprehensive marketing opportunities on Festival website and social media.
- Enhanced marketing assets for in-restaurant opportunities.
- Certificate of appreciation from Calgary Wing Festival naming your wings "Best Wings in Calgary".
- Title belt or trophies awarded to the winning establishments.

PREMIUM VENDOR PACKAGE (\$2600)

WingsnBeer is offering **one** establishment the opportunity to host the official Calgary Wing Fest afterparty.

Benefits for your establishment include:

- A crowd of Calgary Wing Festival ticket holders directed to your venue following the Festival for more of your great wings, beer or other selections.
- Promotion of your venue or upcoming events by our Master of Ceremonies during the Festival.
- Branding opportunities within the Festival for greater exposure.
- Access to extensive media coverage leading up to, during and following the event for positive publicity.
- A Featured Article on WingsnBeer.com (with a Calgary following of more than 30,000 unique, local Calgarians each month)
- Promotion within the WingsnBeer social networks across Canada & the US.

Cost for this package is \$2600 which includes all services and perks of a standard vendor entrance.

To learn about additional sponsorship opportunities please contact michael@wingsnbeer.com.

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VENDOR RESPONSIBILITIES

Vendors who participate in the Calgary Wing Festival are responsible for providing the following:

- \$600 vendor fee OR \$490 Early Bird vendor fee (vendor registered and paid before Sept 25, 2015) for standard entry.
- A minimum of 250 pounds of chicken wings (*recommended)
- 2-4 staff to supervise booth and to cook/serve food (maximum 2 people in cooking area).
- Serving equipment and materials (e.g. chaffing dishes, serving utensils, napkins, paper plates, etc.)*
- Booth décor (e.g. signs, banners, etc.)
- High-resolution logo (jpg preferred) for use in promotional materials.

* Recommendation to be updated by Festival organizers prior to event date

AD AND LOGO SUBMISSION REQUIREMENTS

AD MECHANICAL:

All ads must be supplied electronically. Press quality PDF is preferred – embed all fonts and graphics. Save in CMYK (not RGB) for colour ads and in greyscale for black & white ads. EPS and TIFF files should embed/ include all graphics and embed/include or outline all fonts. No GIF's or web graphics. Please add 1/8" on all sides if you would like the ad to bleed.

LOGO MECHANICAL:

All logos must be supplied electronically. Press quality in vector, illustrator format (EPS) – embed all fonts and graphics. Save in CMYK. EPS files should embed/include all graphics and embed/include or outline all fonts.

EVENT DATES AND TIMES

Move-In:	Saturday, November 7th, 9:00am-12:00pm
Event (open to attendees):	Saturday, November 7th, 4:20pm-10:00pm
Move-Out:	Saturday, November 7th, 10:00pm-12:00am

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AGREEMENT FORM

BOOTH REGISTRATION INFORMATION

Company Name:
(for billing purposes)

Vendor Name:
(for display purposes)

Address: Postal Code:

Contact Person:

Phone:

Email:

Website:

Secondary Contact: Phone:

Email:

VENDOR REQUIREMENTS

	Payment in full of \$600 standard vendor fee OR \$2600 premium sponsor/vendor fee.
	Payment in full of \$490 Early Bird vendor fee (registered and paid before Sept. 25, 2015)
	Submission of Calgary Public Health Temporary Food Establishment Vendor agreement
	High resolution logo for website
	Special requirements, including electrical needs, submitted to event organizers

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OTHER RESPONSIBILITIES

All vendors must comply with the Calgary Public Health Temporary Food Establishment Vendor Agreement and guidelines:

- Chicken Wings must be cooked and served at 74°C (165°F).
- Cleaning materials that comply with the Calgary Public Health Temporary Food Establishment Vendor agreement will be provided by Event Organizers.
- Please let us know if you need access to power outlets – please note that this request may not be able to be fulfilled last minute. Each vendor gets one standard 2 outlet setup per space.
- Alcohol or beverages can only be sold by the organizers.
- Move-in for the event begins Saturday, November 7th at 9:00am.
- Move-out begins Saturday, November 7th at 10:00pm.

We, the undersigned, agree to the above.

Signatory – Wing Vendor/Participant

Signatory – Calgary Wing Festival

There are other ways to participate in this event.

Please contact us if you are interested in sponsorship opportunities!

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