

# YYC HOT CHOCOLATE FEST

FEBRUARY 1ST- 29TH, 2012

*Welcome to the 1st Annual YYC Hot Chocolate Fest!*

## EVENT DESCRIPTION

During the month of February, participating Calgary coffee shops will create a Signature Hot Chocolate to sell to customers in support of Calgary Meals on Wheels. A suggested \$0.25 from each cup of Signature Hot Chocolate sold will be donated to Calgary Meals on Wheels.

Calgarians will be encouraged to try all of the vendors' Signature Hot Chocolate drinks. They will also be encouraged to go online to [www.yychotchocolate.com](http://www.yychotchocolate.com) to rate the Signature Hot Chocolate drinks that they have tried. For every rating completed, the customer's name will be entered in one of our weekly prize draws.

Vendors can compete in two categories: non-alcohol and with-alcohol. The five vendors with the highest rating in each category will have their Signature Hot Chocolate face a panel of judges on March 5th. The winner of each category will not only be awarded with promotion on the website and with other media supporters, but will be labeled as "Calgary's Best Hot Chocolate for the year

There will also be an award for the vendor that raises the most funds for Calgary Meals on Wheels. All funds raised will go to support the programs offered at Calgary Meals on Wheels.

Georgina Leschinski, Special Events Coordinator  
Calgary Meals on Wheels  
Phone: 403-243-2834  
Email: [specialevents@mealsonwheels.com](mailto:specialevents@mealsonwheels.com)



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## **VENDOR FAQs**

### **What type of ingredients can I use in my Signature Hot Chocolate?**

Be creative, there are no limits to what you put in your Signature Hot Chocolate.

### **Can we use alcohol?**

If your establishment is licensed to serve alcohol, you can use alcohol in your Signature Hot Chocolate.

### **What should we call our Signature Hot Chocolate?**

Create a catchy name for your recipe that people will remember and that describes your Signature Hot Chocolate drink.

### **What is the timeline for the YYC Hot Chocolate Fest?**

The YYC Hot Chocolate Fest runs the entire month of February (February 1st – 29th). To participate, your Specialty Hot Chocolate must be available every day your establishment is open for business.

### **How much should be donated to Calgary Meals on Wheels?**

We recommend that a minimum of \$0.25 from each Specialty Hot Chocolate sold during the month of February be donated to Calgary Meals on Wheels. We encourage you to collect additional donations and promote your community goodwill.

### **How much should we sell our Signature Hot Chocolate for?**

You choose, the price is at the discretion of each vendor.

### **When should the funds raised be given to Calgary Meals on Wheels?**

All donations must be in to Calgary Meals on Wheels no later than March 15, 2012.

### **Will I receive a tax receipt for my donation?**

According to Revenue Canada guidelines tax receipts will not be available unless you make a clear separate charitable donation. For more information please visit <http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html>

### **How will our recipe be judged?**

Customers will visit [www.yychotchocolate.com](http://www.yychotchocolate.com) to rate every Signature Hot Chocolate they try. Results will be tallied to determine which vendors advance to the final round on March 5th. On March 5th a panel of judges (from Calgary Meals on Wheels and our media sponsors) will taste finalist recipes and vote for their favorite in each of the two categories, non-alcohol and with-alcohol.

### **How will YYC Hot Chocolate Fest be promoted?**

Calgary Meals on Wheels has created a website dedicated to this event. The interactive website will have features where customers can rate the Specialty Hot Chocolate recipes and enter to win weekly prizes. Your establishment and Signature Hot Chocolate will be listed on this website and with media sponsors. We will also use Social Media and have partnered with Corus radio to promote the event. We also encourage each vendor to utilize their own promotion and advertising resources as well.



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## **Is this an annual event?**

Yes, Calgary Meals on Wheels will host YYC Hot Chocolate Fest annually every February. You will be contacted in the fall to register for the following year.

## **Can we participate in both categories?**

Yes, if you are a licensed establishment and choose to create two Specialty Hot Chocolates, one for each category, you may participate in both non-alcohol and with-alcohol competitions.

## **CUSTOMER FAQs**

### **How do I get involved?**

Visit [www.yychotchocolate.com](http://www.yychotchocolate.com) to discover where you can purchase a Specialty Hot Chocolate. If your favorite shop is not on the list please have them call Calgary Meals on Wheels at 403-243-2834. A percentage of your purchase will be donated to Calgary Meals on Wheels at the end of the month .

### **Where are the establishments participating in the YYC Hot Chocolate Fest?**

Visit the [www.yychotchocolate.com](http://www.yychotchocolate.com) and follow the link to participating vendors. This will list the name of the establishments, the name of their Specialty Hot Chocolate, the location and link to their website.

### **Where do I learn more about YYC Hot Chocolate Festival?**

To learn more please visit [www.yychotchocolate.com](http://www.yychotchocolate.com)

### **How do I win weekly prizes?**

To win weekly prize you can visit [www.yychotchocolate.com](http://www.yychotchocolate.com) to rate the Specialty Hot Chocolate Recipes. For every drink you rate you will be entered for a weekly draw.

### **When will the weekly prize be drawn?**

The weekly prize will be drawn at 3:00 pm every Monday during the month of February. Winners can pick up their prize at Calgary Meals on Wheels the following Tuesday.

### **How do I rate the Specialty Hot Chocolate drinks that I try?**

To rate each Hot Chocolate you try visit [www.yychotchocolate.com](http://www.yychotchocolate.com) and click "Vote".

### **Where can I go to learn more about Calgary Meals on Wheels?**

Please visit [www.mealsonwheels.com](http://www.mealsonwheels.com) or call 403-243-2834.

To rate each Hot Chocolate you try visit [www.yychotchocolate.com](http://www.yychotchocolate.com) and click "Vote".



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## IMPORTANT DATES

**January 15, 2012** – Participating vendors will receive their information package and will have signed the vendor agreement.

**January 20, 2012** – Deadline for vendors to have the name of their Specialty Hot Chocolate in to be posted on the website. All promotional items (logos, website ads) must be emailed to [specialevents@mealsonwheels.com](mailto:specialevents@mealsonwheels.com) in eps format.

**January 26, 2012** – The website will go public and promotions will begin. Announcements will be posted on Social Media Sites (Twitter & Facebook). Email announcements will be sent to Calgary Meals on Wheels database and to participating vendors to forward to contacts.

**February 1, 2012** –The First Annual YYC Hot Chocolate Fest begins!

**February 6, 13, 20, 27** – Customer prize draw will be held on every Monday at 3:00 pm. Customers will be able to pick up their prize at Calgary Meals on Wheels the next day.

**February 29, 2012** – Last day of The Hot Chocolate Festival.

**March 1, 2012** – Last day for customers to rate the Specialty Hot Chocolate recipes. The five vendors with the highest ratings in each category will advance to the final round.

**March 5, 2012** – The top five vendors in each category will have their Signature Hot Chocolate face the panel of judges. The panel of judges will vote on their favorite and the winners will be announced on air and online and any other media support we are able to secure.

**April/ May 2012** – The two winners of Hot Chocolate festival will receive recognition in the April/ May edition of City Palate Magazine.



For more information about YYC Hot Chocolate Fest please visit [www.mealsonwheels.com](http://www.mealsonwheels.com). For specific inquiries please call or email Georgina Leschinski at 403-243-2834 ext. 103 or email [specialevents@mealsonwheels.com](mailto:specialevents@mealsonwheels.com).

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*1st Annual YYC Hot Chocolate Fest 2012 ~ in support of Calgary Meals on Wheels.*

## VENDOR PARTNERSHIP AGREEMENT

Welcome to the First Annual Calgary Hot Chocolate Festival in support of Calgary Meals on Wheels. **Please fill in the following information and return completed form to Calgary Meals on Wheels by Fax: 403-243-8438 or Email: [specialevents@mealsonwheels.com](mailto:specialevents@mealsonwheels.com).**

### Contact Information

Name of Store: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Tell us about your Signature Hot Chocolate

The name of your Signature Hot Chocolate: \_\_\_\_\_

Description of your Signature Hot Chocolate:

\_\_\_ Non-Alcoholic

\_\_\_ Alcoholic

I \_\_\_\_\_ on behalf of \_\_\_\_\_

\_\_\_\_\_ agree to participate in the Calgary Hot Chocolate Festival in support of Calgary Meals on Wheels for the full month of February 2012. I will give a percentage of my sales of the Signature Hot Chocolate to Calgary Meals on Wheels.

\_\_\_\_\_  
Print Name on Behalf of Vendor

\_\_\_\_\_  
Print Name on Behalf of CMOW

\_\_\_\_\_  
Sign Name on Behalf of Vendor

\_\_\_\_\_  
Sign Name on Behalf of CMOW

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



Calgary Meals on Wheels, incorporated under the Alberta Societies Act, anticipates spending \$200,000 to raise \$840,000 in 2012. Funds will be used solely to advance the Mission of the organization, providing high-quality, nutritious, affordable meals to those in need. Calgary Meals on Wheels does not pay commissions or finder's fees for fundraising. For further information, please contact Janice Curtis, Executive Director, by phone at 403-243-2834, by email at [jcurtis@mealsonwheels.com](mailto:jcurtis@mealsonwheels.com), or by mail at Calgary Meals on Wheels, 3610 Macleod Tr SE Calgary, AB T2G 2P9. Calgary Meals on Wheels Charitable Registration Number: 11882 3749 RR0001