



**Vendor Starter Guide**  
2024

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# TERMS & CONDITIONS

1. YYC Hot Chocolate Fest runs from February 1st – 29, 2024
2. The Early Bird Registration for 2024 is \$74.99 and will run from November 16 – November 30, 2023. From December 1, 2023 – January 17, 2024, registration will be \$99.99. Vendors can register a maximum of two drinks.

## Drink Registration – How It Works:

*All vendors who have multiple locations (under the same name) are required to pay an additional \$9.99 per location to help cover the administrative time required.*

*1 Drink, 1 location = 1 Registration of \$74.99*

*2 Drinks, 1 location = 2 Registrations of \$74.99 + \$74.99 \*this means one location is selling 2 hot chocolates*

*1 Drink, 2 locations = 1 Registration of \$74.99 + \$9.99 \*this means the same drink is being sold at more than 1 location.*

*Once you have registered, we will email you a link to a google form to complete and submit your company & drink details.*

3. If you participated in any previous YYC Hot Chocolate Fest or other Calgary Meals on Wheels events i.e. YYC Pizza Fest, YYC Summer Scoop Fest and your donation from sales is still outstanding, you must pay in full before your entry will be accepted for this event.
4. The hot chocolate drink that you enter the competition with must be a new creation not currently on your menu. You are welcome to add your YYC Hot Chocolate Fest creation to your permanent menu after the event.
5. Your new Signature drink will be put onto our website and app in order that we receive completed drink information submissions. The later you submit your information, the lower down on the website/app you will be listed.
6. Entries must be a drink or turn into a hot drink i.e., Hot Chocolate Bomb.
7. Signature drinks must be available to customers each day that you are open for business.
8. For those of you entering a drink in the Spirited Hot Chocolate category, AGLC regulations do not allow for takeout of any spirited drinks unless purchased as off-sales – sealed, and to be consumed off the premises. If your spirited drink is for dine in only, please make that very clear to your customers.
9. To win the YYC Hot Chocolate Fest's Best Hot Chocolate, Most Creative Hot Chocolate and/or Best Spirited Hot Chocolate, your business must be within the Calgary City Limits. Registrants outside city limits may still participate in the event but are not eligible to win YYC's Best Hot Chocolate in either category, however, are still eligible to win the Cup That Runneth Over award. \*We present one participant with the Cup That Runneth Over, which is determined by the number of cups sold. Participants with multiple locations will have sales considered independently in efforts of fairness between all participants of varying sizes.

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10. All Vendor final tallies of cups sold (by location) must be confirmed and submitted to Calgary Meals on Wheels no later than NOON on March 4th, 2024 to be considered eligible to claim awards.
11. Contributions from the sale of your signature YYC Hot Chocolate Fest drink(s) are to be received by Calgary Meals on Wheels no later than March 31st, 2024. Historically we have had participants not fulfill their donation commitment. Calgary Meals on Wheels devotes an enormous amount of resources to run this event and we rely on the honour system for you to fulfill your donation. Please remember the funds raised from this event come from those who have supported your cafe with the expectation that you are passing on a collective donation to support our mission.
12. Please set your signature drink price and donation amount within the below parameters:
  - Retail Cost \$1 - 7.00 = Minimum donation per cup = \$1.00
  - Retail Cost \$7.01 - \$12 = Minimum donation per cup of \$2.00
  - Retail Cost \$12 + = Minimum donation per cup of \$3.00

\*\*Please Note: exceptions regarding price point may be made with valid reasoning expressed to our organizers.
13. Please note we will be posting the retail cost of your drink on the YYC Hot Chocolate Fest website and app.
14. In the event of similar naming of signature hot chocolates, the first right of refusal will be given to the earliest registrant to keep their drink name. The latter registrant will be asked to provide a different beverage name.
15. Unsportsmanlike or suspicious play is grounds for removal from the running for awards and may be investigated with further action taken by the organizer if needed.
16. Calgary Meals on Wheels can deny registrations from vendors and has a zero tolerance for inappropriate online behavior.
17. All ratings must be submitted by the individual who purchased and tasted the signature hot chocolate. The use of duplicate ratings to boost drink ratings will result in disqualification from the awards.
18. Winners for YYC's Best Hot Chocolate are calculated based on a rating system; winners are calculated on the average of all combined ratings. Vendors must meet or exceed the average number of ratings of all participants in that category to be eligible to win.
19. YYC Hot Chocolate Fest can include sponsors to support the event at the discretion of the event organizer. Marketing materials for the event will be provided by the organizing entity, Calgary Meals on Wheels.
20. We ask that the provided posters in the vendor package be displayed in all participating vendor locations. In addition to adequate signage, vendors should ensure their staff know what YYC Hot

# TERMS & CONDITIONS

Chocolate Fest is, how it works, and what the donation money goes towards. We find the most successful vendors put up posters, have QR codes at tables, inform their staff about the event, and consistently post about the event on their social media.

21. The purpose of YYC Hot Chocolate Fest is to raise awareness and funds for Calgary Meals on Wheels' services to the community. Therefore, the Calgary Meals on Wheels name and/or logo should be visible to all patrons through displaying marketing materials for the event and must be included in social media posts.
22. Social media posts and stories about YYC Hot Chocolate Fest should tag @calgarymealsonwheels and @yychotchocolatefest and use the following hashtags #yychotchocolatefest #yychotchocolatefest2024.

**We appreciate your participation.**

# LIMITS OF LIABILITY

1. **Assumption of Risks:** By participating in or attending YYC Hot Chocolate Fest, hereinafter referred to as “the festival,” all attendees, vendors, and participants (collectively referred to as “Participants”) acknowledge and accept that the event involves certain risks, including but not limited to food-related risks, the consumption of food and beverages, and general Fest-related risks. Participants voluntarily assume these risks.
2. **Release and Waiver:** In consideration of being allowed to participate in the Fest, all Participants agree to release, discharge, and hold harmless Calgary Meals on Wheels, its officers, directors, employees, agents, volunteers, sponsors, and partners (collectively referred to as “the Organizers”) from any and all claims, liabilities, demands, actions, causes of action, costs, and expenses, whether at law or in equity, arising out of or in connection with their participation in the Event, to the fullest extent allowed by law.
3. **Indemnification:** Participants agree to indemnify and hold the Organizers harmless from any and all claims, liabilities, damages, costs, and expenses, including legal fees, arising from or in connection with the Participant’s participation in the Fest.
4. **Limitation of Liability:** The Organizers shall not be held liable for any direct, indirect, incidental, special, or consequential damages, including but not limited to personal injury, property damage, lost profits, or business interruption, arising out of the Fest, even if the Organizers have been advised of the possibility of such damages.
5. **Assumption of Responsibility:** Participants acknowledge that they are responsible for their own safety and well-being during the Event and are expected to exercise caution and good judgment.
6. **Compliance with Laws and Regulations:** Participants agree to comply with all applicable laws, regulations, and rules, including any health and safety guidelines, while participating in the Fest.
7. **Severability:** In the event that any portion of this exemption of liability clause is deemed to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.
8. **Governing Law:** This exemption of liability clause is governed by the laws of Alberta and Canada, and any disputes related to this clause or the Event shall be subject to the exclusive jurisdiction of the courts in Alberta and/or Canada. By participating in or attending the Event, Participants acknowledge that they have read and understand this exemption of liability clause and agree to its terms. It is recommended that all Participants review their own insurance coverage to ensure they are adequately protected.

# VENDOR BEST PRACTICES

## Building your winning beverage

### Make sure it's delicious!

Whether it's something completely new or refining on a classic, the taste comes first! Research online, ask your customers, and get your team involved; find out what are the trending topping that can highlight your venue and also capture new consumers looking for something different.

### Make it photogenic!

Beverages with visually appealing photos always get extra attention, especially during an event with so many options to choose from. However, be sure that the drink sold to the customer is a fair representation of the description and photo, no one likes being cat-fished. Use a good camera, good lighting, and make sure to submit your photos in the proper formats for best results.

### Make it memorable!

From a catchy name to a unique experience, the one secret ingredient that has been in every winning beverage was their ability to be memorable. YYC Hot Chocolate Fest is a social event and everyone will be talking and sharing their thoughts on social media and to their friends. You can't have a winning drink without people trying it; so make sure your beverage has an element that keeps people talking!

## Promoting from within

### Spread the word online and on-location

- Display your digital participation badge on your website & share on social media
- Display your provided posters
- Feature the event on your website / blogs
- Use your own marketing pieces (chalk board signs, etc) to promote your drink
- Have a tablet or laptop set up in your location for them to rate your drink on the spot

### Celebrate your support of Calgary Meals on Wheels

People like to support businesses who support charity, and this is a fun, easy way for ANYONE to support their community while also enjoying a delicious drink! You can also participate in partner events, like the YYC Hot Chocolate Fest launch event, for positive public relations. (Contact [events@mealsonwheels.com](mailto:events@mealsonwheels.com) for the latest updates on upcoming events)

Not familiar with Calgary Meals on Wheels? Learn about us and why our work is important on [mealsonwheels.com](http://mealsonwheels.com)

# VENDOR BEST PRACTICES

*Always have your drink available as advertised and anticipate that many new customers will arrive with the intention of buying this beverage. Don't miss your opportunity for new business!*

## Get your staff involved!

Having a team who promotes your drink and is interested in the competition will help your efforts in becoming Calgary's Best Hot Chocolate! Try to brainstorm with staff to create your signature hot chocolate and have all staff members try the hot chocolate and get their feedback on your recipe. Make sure all staff members know about the festival and how \$1, \$2 or \$3 from each drink depending on your retail cost, is donated to Calgary Meals on Wheels.

## Tagging on social media

### #yychotchocolatefest

Engage with us! Use **#yychotchocolatefest** and share pictures of your drink with your audiences throughout the event on Facebook and Instagram. Be sure to tag **@YYCHotChocolateFest** and **@calgarymealsonwheels** so we can spread the word and share it with our audiences too!

Your fans will be tagging and talking about drinks they enjoyed throughout the event too! Be sure to keep an eye on your social media accounts and your Instagram stories for all people talking about how great your beverage is!

## Rate-a-drink

Encourage your customers to rate your drink online.

Each entry helps us accurately determine the winners of YYC Hot Chocolate Fest, and who knows, that could be you! Encourage your customers to visit our website or the app to rate your drink.

Be sure to vote for yourself too! We encourage all participants to try out the rating system at least once to check if all the information is accurate. And yes, we do delete duplicate entries, so don't even try it ;)



# FREQUENTLY ASKED QUESTIONS

## Who owns the YYC Hot Chocolate Fest event?

The event is owned, planned, and executed by Calgary Meals on Wheels.

## What should we call our signature drink?

Create a catchy name for your entry that describes your drink; one that your customers will remember when they are entering their ratings.

## Is a tax receipt available for the donation?

As per CRA guidelines, you will receive a tax receipt for the contribution from drinks sold. However, tax receipts cannot be issued for the donation bin that may be displayed in your establishment, or the event registration fee.

## How will the drinks be judged?

There will be a trophy awarded and recognition for “Best Hot Chocolate”, “Best Spirited Hot Chocolate”, “Most Creative Hot Chocolate” and “Cup That Runneth Over”. Customers will rate drinks on the website and app. Note that the winners are not determined by the most ratings; they are determined by the highest average rating, however only vendors who submit their numbers before the due date are eligible to win. The winners in each category will be granted bragging rights, promoted on the YYC Hot Chocolate Fest website, Facebook and Instagram!

## How do people find out about YYC Hot Chocolate Fest?

Visit the website at: <https://yychotchocolatefest.com>, follow us on Facebook and Instagram and download the app on the App store or Google Play store.

You can promote YYC Hot Chocolate and your drink(s) at your location, on your website, through social media and encourage your employees and customers to do the same.

Calgary Meals on Wheels will connect with local media to help promote the event online, on the radio and on TV.

## How do I get featured on social media?

There are two ways to get featured on our social media. 1. Post! We share as much as we can to our page via stories and Instagram now has a feature to add a collaborator to posts on your feed. Utilize this feature and your posts will show up on our feed and will be shared with our followers. 2. Donate prizes for giveaways! We run contests on our Instagram page to boost engagement. When you submit your drink information there is an option to opt into these contests. If you signify your interest our Marketing Coordinator will reach out to you in January.

## How else can I participate?

You can offer to participate in media and promotional opportunities that may be available throughout the month. Try planning an event to promote your drink or incorporate your drink into your current events. (i.e. Hot Chocolate & Paint Nite, Hot Chocolate Date Night, etc.)

# TROPHY CATEGORIES

YYC Hot Chocolate Fest will contain 3 trophy categories. All of the participating vendors will automatically be enrolled in competing in all 3 categories by default. However, the non-alcoholic creations will be excluded from the **Best Spirited Hot Chocolate** category. These exclusions will be clearly communicated and agreed upon with the applicable vendors.

Winners in each category will be granted a custom trophy to show off in their stores, listed on the YYC Hot Chocolate Fest website, Facebook, Instagram, and some major bragging rights.



## Best Hot Chocolate

The drink creation with the highest rating based on public votes

## Most Creative Hot Chocolate

Most mindblowing beverage based on votes

## Best Spirited Hot Chocolate

Best boozy beverage based on votes

## The Cup That Runneth Over

Best selling beverage based on supplied numbers

# CONTACT INFORMATION

For vendor inquiries regarding the event, the best way to get a hold of us is by email our Events Coordinator during business hours.

Business Hours:

Monday – Friday, 7:30AM –3:30PM

Email:

[events@mealsonwheels.com](mailto:events@mealsonwheels.com)

For emergencies you can call us at:

(403) 243-2834 ext. 1004

We are also closely monitoring our social media channels. For general questions or inquires about collaborations, you can also message us on either Instagram or Facebook

## Our social media handles

### YYC Hot Chocolate Fest

Facebook: YYCHotChocolateFest

<https://www.facebook.com/YYCHotChocolateFest>

Instagram: yychotchocolatefest

<https://www.instagram.com/yychotchocolatefest/>

### Calgary Meals on Wheels

Facebook: Calgary Meals On Wheels

<https://www.facebook.com/calgarymealsonwheels>

Instagram: calgarymealsonwheels

<https://www.instagram.com/calgarymealsonwheels/>