



Vendor Starter Guide

2024

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TERMS & CONDITIONS

1. YYC Ice Cream Fest will showcase signature ice creams, gelatos and sorbets. Through the terms and conditions we will refer to entries as “chilled treats” to cover the variety of accepted entries. Examples: rolled ice cream, floats, sundaes - if you have a question about accepted entries email events@mealsonwheels.com
 2. YYC Ice Cream Fest runs from July 19 to August 5, 2024. Your signature chilled treat must be available to customers each day that you are open for business during that time.
 3. Early Bird Registration runs from May 1 – May 29, 2024, and the registration fee is \$35.00
 4. Regular Registration runs from May 30 – July 8, 2024, and the registration fee is \$55.00
 5. Below is an example of how registration of additional locations works using regular registration fees:
 - 1 Chilled Treat, 1 location = 1 Registration of \$55.00
 - 1 Chilled Treat, 2 locations = 1 Registration of \$55.00 + \$10.00
 - **this means the same treat 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 & treat details.*
 6. If you participated in any previous Calgary Meals on Wheels events i.e. YYC Pizza Fest or YYC Hot Chocolate Fest and your donation from sales is still outstanding, you must pay in full before your entry will be accepted for this event.
 7. The chilled treat you enter the competition with must be a new creation not on your menu. You are welcome to add your YYC Ice Cream Fest creation to your permanent menu after the event.
 8. Signature chilled treats will be put onto our website in the order that we receive completed treat information submissions. The later you submit your information, the lower down on the website you will be listed.
 9. Please set your signature treat price and donation amount within the below parameters:
 - Retail Cost \$1 - 7.00 = Minimum donation per unit = \$1.00
 - Retail Cost \$7.01 - \$12 = Minimum donation per unit of \$2.00
 - Detail Cost \$12 + = Minimum donation per unit of \$3.00
- **Please Note:** exceptions regarding price point may be made with valid reasoning expressed to our organizers.
10. Donations must be tallied for all available sizes of your signature chilled treat based on the parameters set in section 9. For example:
 - Treat # 1 is priced \$6.50 (\$1/treat) and you sold 100 you would owe \$100
 - Treat # 2 is priced \$8.50 (\$2/treat) and you sold 100 you would owe \$200
 - The total owed for combined treat sales would be \$300

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11. All Vendor final tallies of units sold (by location) must be confirmed and submitted to Calgary Meals on Wheels no later than NOON on August 8th, 2024. To win any of the YYC Ice Cream Fest awards, your business must be within the Calgary City limits.
12. We present one participant with The Golden Scoop, which is determined by the number of treats sold PER LOCATION.
13. Participants with multiple locations will have sales considered independently in efforts of fairness between all participants of varying sizes.
14. Contributions from the sale of your signature YYC Ice Cream Fest chilled treat are to be received by Calgary Meals on Wheels no later than August 31st, 2024.

**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 business with the expectation that you are passing collective donation to support our mission.

15. Please note we will be posting the retail cost of your chilled treat on the YYC Ice Cream Fest website.
16. In the event of similar naming of signature chilled treat, the first right of refusal will be given to the earliest registrant to keep their treat name. The latter registrant will be asked to provide a different item name.
17. Unsportsmanlike or suspicious play is grounds for removal from the festival and may be investigated with further action taken by the organizer if needed.
18. Calgary Meals on Wheels can deny registrations from vendors and has a zero tolerance for inappropriate online behavior.
19. YYC Ice Cream Fest can include sponsors to support the event at the discretion of the event organizer.
20. Sponsors are unable to compete for a trophy, however are welcome to register and participate in YYC Ice Cream Fest.
21. Marketing materials for the event will be provided by the organizing entity, Calgary Meals on Wheels. Digital marketing materials will be provided, physical marketing materials may also be provided.
22. The purpose of YYC Ice Cream 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.
23. Social media posts and stories about YYC Ice Cream Fest should tag @calgarymealsonwheels and @yycicecreamfest and use the following hashtags #yycicecreamfest #yycicecreamfest2024.

TERMS & CONDITIONS

24. Any official submitted photos become available to Calgary Meals on Wheels for promotional materials as we see fit.

LIMITS OF LIABILITY

1. **Assumption of Risks:** By participating in or attending YYC Ice Cream 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.

LIMITS OF LIABILITY

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 chilled treat

Make sure it's delicious!

Whether it's something completely new or a refined classic, the taste comes first! Research online, ask your customers, and get your team involved; find out current trends that you can utilize to highlight your venue and also capture new consumers looking for something different.

Make it photogenic!

Entries with visually appealing photos always get extra attention, especially during an event with so many options to choose from. However, be sure that the item 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 festival item was their ability to be memorable. YYC Ice Cream 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 entry without people trying it; so make sure your entry 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 elements from your provided digital promotional package
- Feature the event on your website / blogs
- Utilize existing marketing materials (chalk board signs, etc) to promote your item
- Provide a QR code to guests for easy voting

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 treat! You can also participate in partner events, like the YYC Ice Cream Fest launch event, for positive public relations or run your own event to promote your entry. (Contact 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

VENDOR BEST PRACTICES

Always have your treat available as advertised and anticipate that many new customers will arrive with the intention of buying this item. 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 Scoop! Try to brainstorm with staff to create your signature item and have all staff members try it and get their feedback on your recipe. Make sure all staff members know about the festival and how \$1, \$2 or \$3 from each item depending on your retail cost, is donated to Calgary Meals on Wheels.

Tagging on social media

#yycicecreamfest

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

Your fans will be tagging and talking about treats 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 entry is!

Rate-a-treat

Encourage your customers to rate your entry online.

Each entry helps us accurately determine the winners of YYC Ice Cream Fest, and who knows, that could be you! Encourage your customers to visit our website to vote. This year each person will be voting on [Best Scoop](#) and [Best Non-Dairy Scoop](#).

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 ;)

TROPHY CATEGORIES

YYC Ice Cream Fest will contain 3 trophy categories. All of the participating vendors located in Calgary will automatically be enrolled in competing in all 3 categories by default. If a vendors entry is not available with a dairy free option, it will be excluded from the Best Non-Dairy Scoop category. These exclusions will be clearly communicated and agreed upon with the applicable vendors. As with all of our festivals - vendors located outside of Calgary city limits will not be eligible for awards.

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



Best Scoop

The creation with the highest rating based on public votes

Best Non-Dairy Scoop

Best dairy-free item based on votes

The Golden Scoop

Best selling item based on numbers reported by participating vendors

FREQUENTLY ASKED QUESTIONS

Who owns the YYC Ice Cream Fest event?

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

What should we call our signature item?

Create a catchy name for your entry that describes your entry; 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 items sold. However, tax receipts cannot be issued for the event registration fee.

How will the entries be judged?

There will be a trophy awarded and recognition for “Best Scoop”, “Best Non-Dairy Scoop” and “Golden Scoop”. Customers will rate entries on the website and app. Note that the winners are not determined by the most ratings; they are determined by the highest average rating. All Vendor final tallies of treats sold (by location) must be confirmed and submitted to Calgary Meals on Wheels no later than NOON on August 8, 2024, to be considered for each category to claim the title of Best Scoop and/or Best Non-Dairy Scoop, and the title of the Golden Scoop. The winners in each category will be granted bragging rights, promoted on the YYC Ice Cream Fest website, Facebook, Instagram, as well as receive a 2024 trophy!

How do people find out about YYC Ice Cream Fest?

Visit the website at: <https://yycicecreamfest.com/>, follow us on Facebook and Instagram.

You can promote YYC Ice Cream Fest and your entry 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 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 treat or incorporate your treat into your current events. (i.e. Chill & Paint Nite, Frozen Treat Date, etc.)

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 July.

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, 8:00AM – 4:00PM

Email:

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 inquiries about collaborations, you can also message us on either Instagram or Facebook

For inquiries once you have submitted your treat details, including website, event app, and social media contesting, the best way to get a hold of us is by emailing our Marketing Coordinator, Brittney during business hours. If you email outside of business hours, your request will be dealt with in the order they are received.

Email:

marketing@mealsonwheels.com

Our social media handles

YYC Ice Cream Fest

Facebook: YYCIceCreamFest

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

Instagram: @yyc.icecreamfest

<https://www.instagram.com/yyc.icecreamfest>

Calgary Meals on Wheels

Facebook: Calgary Meals On Wheels

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

Instagram: calgarymealsonwheels

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