

WILD WEST *Carnival*

Presented by Valley First
Feb 5-14, 2021

EVENT PACKAGE

Hosting an event during Vernon Winter Carnival? Here are some things you need to know and complete:

- Complete the attached application form. Which **MUST BE RETURNED BY: Deadline Sunday, October 11, 2020.** if you have any changes to make after filling this out, please phone us right away.
- The information you provide will be used in the Carnival brochure, on the Carnival website, for promotional purposes and for ticket sales.
- The brochure will be available by the last week of November 2020. Events will be listed on the website no later than October 30, 2020.
- **FREE events and events charging less than \$5 admission will be required to pay a \$25 fee (Plus GST) to have their event listed in the Carnival Brochure. In addition all events that charge more than \$5 for admission, MUST print and sell their event tickets through Vernon Winter Carnival. If you are selling & printing tickets through a 3rd party venue - a fee of 15% will be applied per ticket payable to Vernon Winter Carnival. Please contact Vicki Proulx at Vernon Winter Carnival Society for more information on these policies.**
- Tickets will be going on sale Friday, December 4th, 2020.
- **It's recommended all tickets are sold through the Vernon Winter Carnival Office.** However, all event organizers are allowed to sign out as many tickets as they would like to sell, the event organizers are **responsible for any lost or misplaced tickets**, and we will charge the required fee if tickets cannot be accounted for. All tickets sold (either by us, the website or yourself) are subject to a percentage fee. If selling your own tickets you **MUST charge 5% GST**. All SOLD tickets will have 5% GST applied to the final price.
- To ensure a successful event, please promote your event along with Carnival. Have other members of your organization sell tickets, put up as many posters, flyers out in the community as you can. Be sure to tag Vernon Winter Carnival in Social Media posts and make Carnival a co-host of your Facebook event to ensure maximum exposure. Please consider putting some event tickets aside for promotional giveaways, this is always a great way to promote your event. Feel free to provide the Carnival Office with posters for our office.
- We will hold a Media Night in early January where event organizers will have the opportunity to attend and speak about their event to the media, sponsors and volunteers. We encourage you to attend
- **ALL EVENTS** must send proof of insurance prior to Vernon Winter Carnival. Please ensure you have the correct insurance and add Vernon Winter Carnival Society as an additional insured to your policy. Organizers are also responsible for providing appropriate liquor licenses, if you are serving alcohol, and security if needed, this is not something Winter Carnival is responsible for, event organizers are **not** covered under Winter Carnival insurance.
- Please call the Carnival office one-week prior to your event and make arrangements to pick up remaining tickets at the office if you are selling tickets at the door. All unsold tickets **MUST BE RETURNED** into the office within a week of the event to process payment.
- If you have to cancel your event a fee of \$100 for the cost of the tickets and printing space in the Brochure will be charged to your organization.
- **Carnival Guests:** Carnival mascots Jopo and Jopette, Carnival Cops and Queen and Princess Silver Star will attend as many events as possible during the 10 days of Vernon Winter Carnival. If you would like to request any of these guests to make a specific appearance, please make the request on the this form.
- Event Payouts will be sent out after Carnival. **Please allow 1-2 weeks after Winter Carnival** for payments to be processed.

**VERNON WINTER CARNIVAL SOCIETY
2021 EVENT FEE STRUCTURE**



Ticketed Events

Organizers of ticketed events will be charged the following percentage of their ticket sales.

All ticketed events will be charged a rate of 15%. (+GST - Collected and submitted by VWC)

- The 15% commission for ticket sales includes ticket printing, minimum one form of advertising (newspaper, radio, social media) office sales, and brochure printing.

Other Ticketed Events

The following administration fees will be charged for participation as a sanctioned Carnival Event.

- ▶ Concerts at Multiplex \$.50 per ticket
- ▶ Performing Arts Centre \$.50 per ticket

- Please note - If you have to cancel your event a **fee of \$100** for the cost of the tickets and printing space in the Brochure will be charged to your organization.

Free Events & Events under \$5 admission

Organizers of FREE events and events charging under \$5 admission will be charged a \$25 (plus GST) fee to have their event printed in the Carnival Brochure and listed on the Carnival website.

*Please note there will be no tickets printed for events charging less than \$5 admission price. These events MAY (but not guaranteed) receive extra exposure including radio, newspaper, social media or online advertising.

THANK YOU FOR BEING A PART OF THE 61ST ANNUAL VERNON WINTER CARNIVAL

Vernon Winter Carnival Office 3401 – 35th Ave Vernon, B.C. V1T 2T5

P: 250-545-2236

Email: info@vernonwintercarnival.com

Website: www.vernonwintercarnival.com

**VERNON WINTER CARNIVAL SOCIETY
2021 EVENT APPLICATION FORM**



Name of Event: _____

Contact Person: _____

Phone: _____ Email: _____

Address: _____ Postal Code: _____

What type of event are you hosting (Please check ONLY ONE)

- Free Event Admission or Registration under \$5 Ticketed Event
 Ticketed Event - tickets sold through 3rd party (Please specify price of tickets) _____

Who can cheques be made out to: _____

(This is only for events we sell tickets for and need to payout after Carnival)

Event Info:

Sponsor(s) (Will be listed in the Brochure & Website):

Date of Event: _____ (must be within Feb 5-14, 2021)

Time of Event (specify doors open time if applicable): _____

Event Location (Please include venue name & Address):

Of tickets to be printed (for Sale): _____ Admission price: _____

#of Comp tickets to be printed (if applicable): _____

*Please note these will be printed in **addition** to the tickets for sale

Total # of tickets to be printed: _____

Will tickets be available at the door: Yes / No

Will there be alcohol at your event: Yes / No If yes, are minors allowed at your event: Yes / No

Which best Describes your event (check one)

Family Event Adult Event Senior Event

Are Meals Included Menu: _____

If your event has reserved seating please provide a contact name and number to be published to make reservations: _____ How many people are required for a reservation? _____

