



## EVENT PACKAGE

### COVID-19 Event Information:

- All events during Vernon Winter Carnival will be held under the most current Public Health Orders from the PHO under the guidance of Interior Health. Please ask VWC for information and assistance in following current health regulations.

### 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 October 31, 2022**. If you have any changes to make after completing the event package, 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 first week of December 2022. Events will be listed on the website no later than November 30, 2022.**
- **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 and on the website (non-profit organizations are exempt from this fee).**
- **All events that charge more than \$5 for admission, MUST print and sell their event tickets through Vernon Winter Carnival. Ticketed events will be charged a 10% promotional fee by Vernon Winter Carnival.** It is recommended this fee is worked into your ticket pricing to ensure your event will make a profit.
- **If you are selling & printing tickets through a 3rd party venue - a flat rate fee to be included in the Brochure and online must be agreed upon by both parties. Please contact Vicki Proulx at Vernon Winter Carnival Society for more information on these policies.**
- **Event Tickets will go on sale the first Friday of December - Dec 2, 2022.**
- **It's recommended all tickets are sold through the Vernon Winter Carnival Office.** However, 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.

### Promotion and Community Involvement

- **The Theme this year is CarnivalTV. We encourage all event holders to embrace the Carnival theme, show your Carnival spirit and get creative with your event!**
- To ensure a successful event, please promote your event along with Carnival. Have members of your organization sell tickets, put up posters in the community. 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 comp event tickets aside for promotional giveaways, this is always a great way to promote your event.
- 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 and Carnival Cops 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 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 2023 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 promotional rate of 10% of total sales. (+GST - Collected and submitted by VWC)
- The 10% commission for ticket sales includes ticket printing, minimum one form of advertising (newspaper, radio, digital or social media) online & in-store sales and brochure printing.
- 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) admin fee to have their event printed in the Carnival Brochure and listed on the Carnival website. **(non-profit organizations are exempt from this fee)**. These events MAY, but are not guaranteed to, receive extra exposure including radio, newspaper, social media or online advertising.



## 2023 EVENT APPLICATION FORM

THANK YOU FOR BEING A PART OF THE 63RD ANNUAL VERNON WINTER CARNIVAL

Vernon Winter Carnival Society 3401 - 35<sup>th</sup> Ave Vernon, B.C. V1T 2T5

P: 250-545-2236

Email: [info@vernonwintercarnival.com](mailto:info@vernonwintercarnival.com)

Website: [www.vernonwintercarnival.com](http://www.vernonwintercarnival.com)

Name of Event:

Contact Person:

Phone:

Email:

Mailing Address:

**What type of event are you hosting?**

Who can cheques be made out to:

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

Is your organization a non-profit or registered charity?

**Event Info:**

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

Date of Event:

(must be within Feb 3-12, 2023)

Start time of Event:

End time of Event (if required):

If there are multiple start times or dates (please specify):

Event Location (Please include venue name & Address):



**For Ticketed Events:**

Total # Of tickets to be printed:

Admission price (DO NOT include GST):

#of Comp tickets to be set aside (if applicable):

\*Please note these tickets should be included in your total number of tickets but will not be sold to the general public.

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:

Are Meals Included Menu details:

If your event has reserved seating, please provide a contact name and number for guests to make reservations:

How many people are required for a reservation?

**Event Description:**

This description will be used (with your approval) on the website and for advertising purposes. Please give as much detail as possible and great creative!

I understand that I will be charged for any tickets not returned immediately following Carnival. I understand that if I had tickets printed by Winter Carnival I will be charged 10% +GST of all sold tickets. I understand that all tickets require GST in addition to the ticket price. If an event is cancelled after tickets have been printed, I understand a fee of \$100 will be charged to the event organizer. I understand if I am hosting a FREE event or charging an admission under \$5 I must pay a \$25 fee (plus GST) to have my event printed in the Carnival Brochure. I have read the event organizers package and understand that I am responsible for having the appropriate event insurance, liquor license and other permits if required.

Date:

Event Organizer's Name:

\*Considered a signature