



2019 PROGRAM GUIDELINES

OVERVIEW

Beverage alcohol and food festivals are popular events and great fundraising opportunities. To assist your guests in returning home safely, BC Liquor Stores offers event organizers a **Get Home Safe** transit ticket program for festival patrons. **Get Home Safe** was successfully launched at the Vancouver International Wine Festival in 1997.

HOW DOES THE PROGRAM WORK?

If your event meets the **Get Home Safe** program criteria, you may submit an application form. If your application is approved, you will receive transit tickets based on your estimated total event attendance to distribute to your event patrons.

All spare transit tickets must be returned within thirty (30) business days to the BC Liquor Distribution Branch. (If not returning materials via standard courier: packages sent via Canada Post should be date-marked.)

Get Home Safe will also supplement the transit tickets with a kit that will help you promote taking public transit to/from the festival, including:

- **Get Home Safe** digital logo for use in promotional materials
- **Get Home Safe** posters for display at the event venue
- **Get Home Safe** take-home flyers

HOW DO I APPLY TO GET HOME SAFE?


Check your event's eligibility using the *Get Home Safe* criteria checklist. If you are eligible, you must complete and submit the **Get Home Safe** application form.

Apply for **Get Home Safe** at least two months prior to your event date. Late applications will not be accepted.

Successful applicants must include the **Get Home Safe** Program in all their promotional materials and must submit a post-event follow-up report.

GET HOME SAFE CRITERIA

Please check all that apply. Applicants must meet **all** the criteria below to qualify.

 CRITERIA	
	<p>Your event is a:</p> <ul style="list-style-type: none">- Beverage alcohol (wine, beer, spirits) and food festival such as beverage alcohol and food appreciation, education or awareness event- The event purpose is twofold: fundraising for a charitable organization; and beverage alcohol education.
	<p>The organization benefiting from your event has a valid Revenue Canada registered charity number to be submitted with your application.</p>
	<p>The event must be accessible by public transit.</p>
	<p>The event must not include other beverage alcohol retailers, including an on-site store sponsorship.</p>
	<p>You will promote responsible beverage alcohol consumption and acknowledge BC Liquor Stores' Get Home Safe Program in all promotional and on-site materials, including our logo on the event website, tickets, posters, programs, brochures, press releases, radio ads, print ads and all other advertising. Copies of the materials must be provided to the Get Home Safe Coordinator.</p>
	<p>You will have a Get Home Safe information booth where event volunteers are responsible for handing out transit tickets and Get Home Safe information. Get Home Safe collateral (posters and brochures) provided by BC Liquor Stores must be displayed at the event.</p>
	<p>You will complete all post-event follow-up procedures, including the timely return of all unused transit tickets.</p> <p>Failure to return your Get Home Safe follow-up package will result in future suspension from the program.</p>



PRE-EVENT CHECKLIST

Now that your event has been approved for **Get Home Safe** support, please ensure you have the following to successfully implement the program:

	Include the Get Home Safe logo in <u>all</u> promotional and on-site materials, including our logo on the event website, tickets, posters, programs, brochures, press releases, radio ads, print ads and all other advertising.
	Send copies / photos of the promotional material to the Get Home Safe Coordinator.
	Set up a Get Home Safe information booth on the event venue. Location must be prominent and preferably near the exit for guests to pick up a Get Home Safe transit pass as they are leaving.
	Merchandise the Get Home Safe information booth with posters and brochures provided by the BC Liquor Stores. Have posters around the venue for additional promotion.
	Staff the Get Home Safe booth with volunteers to hand out transit tickets and brochures while educating guests about the program.
	<p>Submit the post-event report, including unused transit passes, (<u>within 30 business days to the BC Liquor Distribution Branch</u>) detailing out the following:</p> <ul style="list-style-type: none"> - Number of tickets handed out - Number of attendees - Photos of the Get Home Safe booth at the venue <p>The post-event package must be mailed to the: BC Liquor Distribution Branch 3383 Gilmore Way, Burnaby BC V5G 4S1 Attention: Get Home Safe Coordinator</p>