



Comox Valley Economic Development
200 - 580 Duncan Ave
Courtenay, BC,
V9N 2M7

Attention Comox Valley Businesses! **Marketing Opportunities Available for the 2014 BC Shellfish Festival** **Campaign - June 13 – 22, 2014**

Introduction

The 2014 BC Shellfish Festival will continue the 10 day Festival, celebrating everything shellfish and seafood and will boast an enjoyable series of events and promotions. Together with the Festival, hotels and tourism industry, and the sponsorship of Vancouver Island Newspaper Group, a significant integrated marketing and sales campaign is being implemented to drive overnight accommodation and visitation to the region to enjoy all the Festival has to offer. This is your opportunity to leverage this campaign to drive awareness to your own business.

Create Your Own Event Opportunity

The call to action for BC Shellfish Festival events will be through the Festival website and the Vancouver Island Visitor Centre (VIVC), allowing the public to have easy access to all Festival event tickets. Businesses offering shellfish or seafood related ticketed events will be included in campaign marketing by agreeing to sell tickets through the Vancouver Island Visitor Centre. In lieu of sales commission, event operators will provide the Vancouver Island Visitor Centre two free tickets to the event.

BC Shellfish Festival Event ideas include but not limited to:

- Specialty Dinners - 'Surf and Suds', Wine and Oysters...
- BBQ's – Beach side, at your business...
- Oyster Shucking
- Arts and Crafts – painting shop/lessons with seafood theme, jewellery making, other crafts
- Educational Components – public speaker, fishing workshop 'learn from the pro's'
- Eating contest
- Fishing derby
- Cooking demos/classes
- Chowder tasting – chef competition etc
- Entertainment – 'jazz night and oeuvres'...
- Tours – Explore the bottom of the sea (diving), fishing tour, walking tour...

Contact Ashley Coulter, ashley@discovercomoxvalley.com if you have questions.

Toll Free 1.877.848.2427
Tel 250.334.2427
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discovercomoxvalley.com

DISCOVER



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102-2435 Mansfield Drive
Courtenay, Vancouver Island
British Columbia, Canada

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PARTICIPATION AGREEMENT

CAMPAIGN DATES: JUNE 13 – 22, 2014

COMPANY NAME _____
CONTACT NAME _____
ADDRESS _____
PHONE _____ EMAIL _____

☐ I agree to sell event tickets through the Vancouver Island Visitor Centre and provide two free tickets in lieu of commission.

(CREATE A SHELLFISH EVENT) - PLEASE PROVIDE DETAILS FOR YOUR EVENT:

DATE: _____ TIME: _____ COST: _____

OF TICKETS _____

LOCATION: _____

NAME OF EVENT: _____

DISCRIPTION: _____

I AGREE TO PARTICIPATE AS OUTLINED:

PRINT NAME _____ TITLE _____

SIGNATURE _____ DATE _____

Please complete this registration form and return by Fax 250-334-2414 or email ashley@discovercomoxvalley.com

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