

2021 Conditions of Participation

By registering to participate in the 2021 Sip & Savour Squamish Campaign you agree to the following terms and conditions of participation:

1. REGISTRATION FEES:

- a. **Tourism Squamish Members:** The official registration period is September 9 to October 8, 2021. The registration fee for existing Tourism Squamish members is FREE, however all participants must be registered by October 8, 2021 for inclusion in any print collateral. Members must have paid their Tourism Squamish membership in advance of registration and be in good standing for the 2021 calendar year. Restaurants, cafes, tasting rooms that register and have not paid their 2021 membership fee by October 15, 2021 will be removed from any print or digital ads and will not be permitted to participate in the program.

Membership Fee Note: COVID-19 has created many challenges and obstacles for our industry partners, and we recognize the F & B sector has been adversely affected by the pandemic. Tourism Squamish endeavors to work with all partners and non-partners regardless of their ability to pay, and payment plans for membership fees are available.

- b. **Non-Members:** The official registration period for non-members is September 9 to October 8, 2021. The registration fee is \$75 plus GST. Inclusion in any print collateral is not guaranteed for those who register after October 8, 2020. If you have not paid the registration fee by October 15, 2021 you will be removed from any print or digital ads and may not be permitted to participate in the program.

Tourism Squamish Member Rate	\$FREE
Non-Member Rate*	\$75 + GST

2. You agree to an official launch date of **Thursday, November 4, 2021**. The list of participants will be released on October 25, 2021 and at the discretion of Tourism Squamish may be released in advance by Tourism Squamish.
3. You agree to submit your multi-course or tasting menu to Tourism Squamish, including any beverage pairing recommendations, no later than **Friday, October 8, 2021**. Menus that are submitted after this date are not guaranteed to be included in the launch announcement.
4. You agree to provide one gift certificate as per the value schedule below. The gift certificate must not have an expiry date. Tourism Squamish may use this gift certificate at its sole discretion for any marketing and contesting campaign it deems appropriate.

Requirements of your gift certificate are as follows:

The amount of your gift certificate will correspond to the menu price category in which you have registered. The amounts are as follows:

- Tasting rooms provide a \$10 gift certificate
- \$15 restaurants provide a \$30 gift certificate
- \$25 restaurants provide a \$50 gift certificate
- \$35 restaurants provide a \$70 gift certificate
- \$45 restaurants provide a \$90 gift certificate

Gift Certificates can be e-mailed to or dropped off in person to the Squamish Visitor Centre kiosk at the Adventure Centre addressed to, **Tourism Squamish – Attn: Heather Kawaguchi, Sip & Savour 2021.**

5. You acknowledge and agree that Tourism Squamish reserves the right, at their sole discretion, to determine the participants in the Sip & Savour Squamish campaign. Tourism Squamish further makes no representations or warranties with respect to sales volumes or customer traffic that may result during the promotional period.
6. In consideration of your participation in the Sip & Savour campaign and its sponsors, you agree not to participate in any other similar promotion during the promotional period defined as **November 4-25, 2021.**
7. You agree to not offer your exclusive Sip & Savour menu in advance of the official Sip & Savour campaign start date of **November 4, 2021.** You may extend your Sip & Savour menus by one week past the campaign end date at your discretion.
8. You agree to offer the menu submitted, and as advertised on Exploresquamish.com for the entire duration of the Sip & Savour 2021 campaign dates **November 4-25, 2021** inclusive.
9. Once the registration process is complete, you agree to honour your commitment to participate in Sip & Savour campaign 2021. Should a restaurant withdraw from the campaign the registration fee will not be refunded.
- 10. You agree to promote and cross-promote the Sip & Savour campaign and your participation across you own marketing and social media channels. Including the promotion of #sipsavoursquamish and #exploresquamish hashtags.**
11. You agree to brief your staff on the event to ensure high quality, knowledgeable service for consumers, information of which you will be provided in advance of the campaign.
12. You agree to display all Sip & Savour campaign posters, decals, print collateral and any other materials provided to you by Tourism Squamish regardless of any corporate branding conflicts, for the duration of the campaign.
13. You agree that Tourism Squamish can name you as a Sip & Savour 2021 participant and include your logo or name in any promotional materials.
14. You agree to promptly resolve any significant customer complaints brought to your attention by Tourism Squamish.



PRESENTS:

SIP & SAVOUR 2021

15. You agree to complete a post event survey as administered by Tourism Squamish. If you have any questions, please contact [Heather Kawaguchi](#), Director of Member Relations.