
GET HOME SAFE PROGRAM GUIDELINES

Wine and beer festivals are popular events and great fundraising opportunities. To ensure your event runs smoothly, the BC Liquor Distribution Branch will help you implement a **Get Home Safe** program for festival patrons. The program, which was successfully launched at the Vancouver Playhouse International Wine Festival in 1997, gives festival organizers the opportunity to distribute free transit tickets to festival patrons.

Get Home Safe Criteria

1. The event must be accessible by transit. (If the event is not accessible by transit, event planners should give consideration to a program involving taxi vouchers or designated drivers.)
2. Event organizers must promote transit use to the event in all pre-event and event material, including tickets, posters, programs, brochures, press releases, radio ads, print ads and all other promotion or advertising.
3. Event organizers must provide volunteers to staff a booth from which transit tickets will be distributed to festival patrons.
4. Organizers agree to keep a tally of ticket distribution. All unused transit tickets must be returned within five business days to the LDB Marketing Services Department, 2625 Rupert St., Vancouver, B.C. V5M 3T5.
5. BC Liquor Stores must be acknowledged as the sponsor of the **Get Home Safe** program on all promotional materials, using the logo materials provided by the LDB Marketing Department.

How does the program work?

If your event meets the **Get Home Safe** Program criteria, we recommend that you submit an application form. If your application is approved, transit tickets good for use during the event will be provided to you. All transit tickets that are not distributed at the event must be returned within five business days to the LDB.

The LDB will assist festival event planners by providing a kit that will help you promote transit to the festival, including:

- Get Home Safe logo for use in promotional material
 - Camera-ready graphics of Get Home Safe messages that can be added to posters, tickets and other materials.
 - Get Home Safe and Think B4U Drink posters and cardboard danglers that can be displayed at the event
 - Several small Get Home Safe flyers
 - A tally sheet to keep track of tickets dispensed and, if required
 - A sample press release that can be tailored to your event
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How do I publicize the program?

Your **Get Home Safe** program should be widely publicized so festival patrons can choose their transportation mode before the event. To do this, please promote the BC Liquor Stores' program on tickets, posters, brochures, press releases, programs, print advertising, radio advertising and any other event material.

If festival organizers intend to publicize their event through the LDB's Image Program (i.e. on posters or danglers) a **Get Home Safe** message must be included.

On-site Booth:

It is important that a **Get Home Safe** table or booth be set up at your event in a highly visible location. The table or booth should be staffed by festival volunteers during the entire event, and should be clearly marked with signs acknowledging BC Liquor Stores as the sponsor.

On-site Signs:

It is recommended that signs or posters publicizing the program be placed throughout the tasting rooms. You can create your own poster, or use the **Get Home Safe** poster(s) that has been created for the program.

For more information on setting up a **Get Home Safe** program at your event, call the Get Home Safe coordinator at the B.C. Liquor Distribution Branch at 604-252-3076.



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FAX TO:
Marketing Department

FAX NUMBER:
(604) 252-3099

COMPANY:
BC Liquor Distribution Branch

PHONE NUMBER:
(604) 252-3076 or (604) 252-3091

DATE:

NUMBER OF PAGES:
2 (including this one)

EVENT NAME: _____

EVENT SPONSOR: _____

DESIGNATED CHARITY: _____

EVENT DATES: _____

EVENT LOCATION: _____

EXPECTED ATTENDANCE: _____

CONTACT NAME: _____

CONTACT PHONE: _____ CONTACT FAX: _____

CONTACT E-MAIL: _____

For how many years has the event taken place? _____

Is the event accessible by transit? If yes, explain how. _____

Have previous events had a designated driver or **Get Home Safe** component? If yes, please explain. _____



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How do you plan to publicize your **Get Home Safe** Program? (See criteria, item 2) _____

In which promotional materials will you include the **Get Home Safe**/BCL logo? _____

Have you publicized previous festivals through the BC Liquor Distribution Branch Image Program? If so, how?

Will you have sufficient volunteers to staff a **Get Home Safe** booth for all tasting events? _____

Additional notes and information: _____

