



Vendor Starter Guide 2023

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TERMS & CONDITIONS



1. YYC Pizza Fest runs from September 15 until October 1, 2023. Your signature pizza must be available to customers each day that you are open for business during that time.
2. Early Bird Registration will open July 17, 2023 – July 31, 2023 and will be \$49.99. Regular Registration will be open from August 1, 2023 – September 1, 2023 and will be \$74.99.

Registration Examples

- 1 Pizza, 1 location = 1 Registration of \$74.99
- 2 Pizzas, 1 location = 2 Registrations of \$74.99 + \$74.99
**this means one location is selling 2 pizza's*
- 3 Pizzas, 3 locations = 3 Registrations of \$74.99 + \$74.99 + \$74.99
**this means there are 3 locations entering, each selling a different pizza.*
- 1 Pizza, 2 locations = 1 Registration of \$74.99 + \$9.99
**this means the same pizza is being sold at 2 locations.*
- 1 Pizza, 3 locations = 1 Registration of \$74.99 + \$9.99 + \$9.99
**this means the same pizza is being sold at 3 locations.*

3. You can create more than one pizza recipe, but each unique recipe must be registered separately, including the registration fee. The public has told us many times that they want options for dietary restrictions – veggie and GF options – so we encourage all participants that choose to register 2 pizzas provide the public with an option that caters to a dietary restriction – not just altering a recipe to accomodate.
4. If you have participated in any previous Calgary Meals on Wheels events i.e. YYC Pizza Fest, YYC Hot Chocolate Fest, YYC Scoop Fest and your donation from sales is still outstanding, **you must pay in full before your entry will be accepted for this event.**
5. Registrants will all be entered into three award categories where the winners are calculated based on a rating system of public votes: The Top Rated Pizza, The Baker Award, and The Most Creative Pizza. Winners are calculated on the average of all combined ratings. Vendors must meet or exceed the average number of ratings of all participants in that category to be eligible to win.
6. The Top Rated Pizza will be awarded to the pizza with the highest average rating.
7. The Most Creative Pizza – the most out-of-the-box pizza based on public votes
8. Registrants will also be entered into a fourth category, The Most Popular Pizza award. This will be awarded to the location that sells the most pizzas.
9. **In order to be considered for any awards, final tallies of pizzas sold (by location) must be confirmed and submitted to Calgary Meals on Wheels by noon on October 4, 2023.**
10. Winner announcements for all four categories will be made on October 6, 2023.
11. Contributions from the sale of your signature YYC Pizza Fest pizza(s) are to be received by Calgary Meals on Wheels no later than October 31, 2023.

TERMS & CONDITIONS

12. In the event of similar naming of signature pizzas, first right of refusal will be given to the earliest registrant to keep their pizza name. The latter registrant will be asked to provide a different pizza name.
13. Please set your signature pizza price and donation amount within the below parameters:
*Please note we will be posting the retail cost of your pizza on the YYC Pizza Fest website and app.
 - *Retail cost per pizza \$30+*
Minimum donation per pizza = \$4.00
 - *Retail cost per pizza \$20 - \$29.99*
Minimum donation per pizza = \$3.00
 - *Retail cost per pizza Under \$20*
Minimum donation per pizza = \$2.00
14. All ratings must be submitted by the individual who purchased and tasted the signature pizza. Restaurants cannot submit ratings on behalf of their customers.
15. Unsportsmanlike or suspicious play is grounds for removal from YYC Pizza Fest and can be investigated with further action from our organizer if needed.
16. Calgary Meals on Wheels can deny registrations from vendors and has a zero tolerance for inappropriate online behavior.
17. Your new signature pizza will be put onto our website and app in the order that we receive completed pizza information submissions. The later you submit your information, the lower down on the website/app you will be listed. All submission information must be in before September 5, 2023
18. The pizza that you enter the competition with must be a new creation not currently on your menu. You are welcome to add your YYC Pizza Fest creation to your permanent menu after the event.
19. YYC Pizza Fest may include sponsorship support at the discretion of the event organizer. Marketing materials for the event will be provided by the organizing entity, Calgary Meals on Wheels.
20. We ask that the provided digital posters in the vendor digital package be displayed in all participating vendor locations. In addition to adequate signage, vendors should ensure their staff know what YYC Pizza Fest is, how it works, and what the donation money goes towards. We find the most successful vendors put up posters, have QR codes at tables, inform their staff about the event, and consistently post about the event on their social media.
21. The purpose of YYC Pizza Fest is to raise awareness and funds for Calgary Meals on Wheels' services to the community. Therefore, the Calgary Meals on Wheels name and/or logo should be visible to all patrons through displaying marketing materials for the event and must be included in social media posts.
22. Please note that participating restaurants have to be within the city limits of Calgary to win, but those outside can still participate in the event.

We appreciate your participation.

VENDOR BEST PRACTICES



Building your winning pizza

Make sure it's delicious!

Whether it's something completely new or refining on a classic, the taste comes first! Research online, ask your customers, and get your team involved; find out what are the trending toppings that can highlight your venue and also capture new consumers looking for something different.

Make it photogenic!

Pizzas with visually appealing photos always get extra attention, especially during an event with so many options to choose from. However, be sure that the pizza sold to the customer is a fair representation of the description and photo, no one likes being cat-fished. Use a good camera, good lighting, and make sure to submit your photos in the proper formats for best results.

Make it memorable!

From a catchy name to a unique dining experience, the one secret ingredient that has been in every winning pizza was their ability to be memorable. Pizza Fest is a social event and everyone will be talking and sharing their thoughts on social media and to their friends. You can't have a winning pizza without people trying it; so make sure your pizza has an element that keeps people talking!

Promoting from within

Spread the word online and on-location

- Display your digital participation badge on your website & share on social media
- Display your provided digital promotional package
- Feature the event on your website / social media platforms
- Use your own marketing pieces (chalk board signs, etc) to promote your pizza
- Have a tablet or laptop set up in your location for them to rate your pizza on the spot

Celebrate your support of Calgary Meals on Wheels

People like to support businesses who support charity, and this is a fun, easy way for ANYONE to support their community while also enjoying a delicious pizza! You can also participate in partner events, like the Pizza Fest launch event, for positive public relations. Have an idea for a partner event during the festival? Contact us! We are always open to collaborations. (Contact events@mealsonwheels.com for the latest updates on upcoming events)

Not familiar with Calgary Meals on Wheels? Learn about us and why our work is important on mealsonwheels.com

VENDOR BEST PRACTICES

Always have your pizza available as advertised and anticipate that many new customers will arrive with the intention of buying this pizza. Don't miss your opportunity for new business!

Tagging on social media

#yycpizzafest

Engage with us! Use **#yycpizzafest** and share pictures of your pizza with your audiences throughout the event on Facebook and Instagram. Be sure to tag **@YYCPizzaFest** and **@MealsonWheelsca** so we can spread the word and share it with our audiences too!

Your fans will be tagging and talking about pizzas they enjoyed throughout the event too! Be sure to keep an eye on your social media accounts and your Instagram stories for all people talking about how great your pizza is!

Rate-a-pizza

Encourage your customers to rate your pizza online.

Each entry helps us accurately determine the winners of YYC Pizza Fest, and who knows, that could be you! Encourage your customers to visit our website or the app to rate your pizza. This year each person will be voting on the crust, creativity, and the overall taste of the pizza.

Be sure to vote for yourself too! We encourage all participants to try out the rating system at least once to check if all the information is accurate. And yes, we do delete duplicate entries, so don't even try it ;)



FREQUENTLY ASKED QUESTIONS



- 1. How is YYC Pizza Fest connected to Calgary Meals on Wheels?**
 - Calgary Meals on Wheels is the owner and sole organizer of YYC Pizza Fest. What originally started as an event organized in partnership with Wanda Baker, a local food blogger, has evolved into an annual festival enjoyed by locals all over Calgary.
- 2. Is a tax receipt available for registration and pizza proceeds?**
 - As per CRA guidelines, you will receive a tax receipt for the contribution with pizzas sold, but not for the donation bin that can be displayed in your establishment or your registration fee.
- 3. How will the pizzas be judged?**
 - There will be a Signature Pizza Fest trophy awarded and recognition for each category: “The Most Popular Pizza”, “The Top Rated Pizza”, “The Most Innovative Pizza” and “The Baker Award”.
 - Customers rate each pizza on the website & app. Results are tallied in the last week of September/first week of October to determine winners in each category.
 - Winners in each category will be granted bragging rights, listed on the YYC Pizza Fest website, Facebook, Instagram, winners press release and a custom trophy to show off in their stores.
- 4. How do people learn more about YYC Pizza Fest?**
 - Visit the website at: www.yycpizzafest.com
 - Follow us on Facebook and Instagram
 - Promote YYC Pizza Fest and your pizza at your location, on your website, through social media; encourage your employees and customers to do the same!
 - We will reach out to local media outlets, and coverage of this event in the past has been fantastic!
- 5. How else can I participate?**
 - You can offer to host media and promotional opportunities that may be available throughout the event. Ask us for more details!
 - Plan an event to promote your pizza or incorporate your pizza into your current events
- 6. How do I make payments to Calgary Meals on Wheels?**
 - Cheques can be made out to Calgary Meals on Wheels and mailed or dropped off at 5759 80 AVE SE, Calgary, Alberta T2C 4S6
 - You can also pay through Electronic Funds Transfer (EFT). If you would like to pay through this method, please let us know at events@mealsonwheels.com and we will send you the information.
 - You can pay by credit card (online at <https://www.canadahelps.org/en/dn/24700>). If you are paying online, please specify in the notes that it is for Pizza Fest.

TROPHY CATEGORIES

YYC Pizza Fest will contain 4 trophy categories. All of the participating vendors will automatically be enrolled in competing in all 4 categories by default. However, some unique pizza creations that do not fall under the conventional category of a “pizza” may be excluded from **The Baker Award** category. These exclusions will be clearly communicated and agreed upon with the applicable vendors.

Winners in each category will be granted a custom trophy to show off in their stores, listed on the YYC Pizza Fest website, Facebook, Instagram, and some major bragging rights.



The Top Rated Pizza

The pizza creation with the highest rating based on public votes

The Most Popular Pizza

The most sold pizza creation in a single location

The Most Creative Pizza

The pizza creation with the highest creativity rating based on public votes

The Baker Award

Fan favorite crust based on public votes

CONTACT INFORMATION

For vendor inquiries regarding the event, the best way to get a hold of us is by email our Events Coordinator during business hours.

Business Hours:
Monday – Friday, 7:30AM – 3:30PM

Email:
events@mealsonwheels.com

For emergencies you can call us at:
(403) 243-2834 ext. 1004

We are also closely monitoring our social media channels. For general questions or inquires about collaborations, you can also message us on either Instagram or Facebook

Our social media handles

YYC Pizza Fest

Facebook: YYC Pizza Fest
<https://www.facebook.com/YYCPizzaFest>

Instagram: yycpizzafest
<https://www.instagram.com/yycpizzafest/>

Calgary Meals on Wheels

Facebook: Calgary Meals On Wheels
<https://www.facebook.com/calgarymealsonwheels>

Instagram: calgarymealsonwheels
<https://www.instagram.com/calgarymealsonwheels/>

