



KITCHENER • WATERLOO OKTOBERFEST®



FAMILY & CULTURAL EVENTS 2016 ACCREDITATION

Be Part Of

CANADA'S GREATEST BAVARIAN FESTIVAL

What Makes the Festival So Special?

- Not-for-profit volunteer community organization of 500 volunteers year round and 1,300+ during the Festival
- K-W Oktoberfest Inc.'s main function is to innovate, coordinate and promote the Festival, as well as contribute to the social and economic vitality of Kitchener-Waterloo
- The Festival remains a successful collaboration between corporate and government sponsors, local businesses, charities and the general public
- Kitchener-Waterloo Oktoberfest received top honours from the festival industry again in 2015, marking the continued success of the festival as one of Ontario's marquee events

High Visibility and Profile in Waterloo Region and Across Canada

Kitchener-Waterloo Oktoberfest is an internationally prominent Festival attracting over 700,000 participants, from across Canada, each year.

Longevity

Our 47 years of constant growth and success, promoting a unique Bavarian experience, is a direct result of our stable organization and tradition of excellence.

Diversity & Breadth of Markets Reached

- Kitchener-Waterloo Oktoberfest generates over 11 million media impressions
- The Oktoberfest Thanksgiving Day Parade has a national TV audience reach of over one million viewers
- Over 10,000 visits monthly on our website, with over 727,000 unique visits

Why Become an Accredited Family & Cultural Event?

- Be provided with tangible benefits
- Maximize your presence at Canada's third most recognized festival
- Leverage your event as a supporter of a dynamic and ever evolving community-based and internationally recognized signature event
- Enhanced visibility, image and reputation with target audiences



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BENEFITS OF BECOMING AN ACCREDITED F.C.E EVENT

Your annual Accreditation Fee includes the following:

Listing in the Annual FestGuide – One basic listing in the Calendar of Events and a description of your event in the annual FestGuide (circ. 86,000) which is distributed through the Waterloo Region Record the week prior to the Festival and is available at various locations across the city. A supply of FestGuides will be available for distribution at your event.

Listing on the Festival Website – One basic listing in the interactive events calendar on the festival website (www.oktoberfest.ca) and a basic listing on the Family & Cultural Events page of the website; including event name, date, description and live link to a website of your choice. Family & Cultural Events' are also included as event experiences in the interactive calendar.

Promotion to Local Media – Your event details are circulated to all information areas related to Kitchener-Waterloo Oktoberfest; including social media, radio and community TV partners.

Promotion through Social Media – Provide social media accounts, and we will connect to them and promote your event through @kw_oktoberfest and our Facebook pages.

Distribution of Promotional Material – The Festival Information Tent, the Kitchener-Waterloo Oktoberfest Office and the Official Retail Store of Kitchener-Waterloo Oktoberfest will distribute promotional material on your event and display posters both prior to and during the festival. Your materials are also included in Festival Information Kits. The recommended amount of brochure is 300, which should be delivered to the Kitchener-Waterloo Oktoberfest as early as possible.

Use of the Festival Logo & FCE Icon – Accredited events may use the official festival logo and the FCE icon on any promotional material. Events will be sent the official logo, icon and branding guidelines only after all paperwork is received (including insurance). Please use our official logo in your brochure printing.

Special appearances by Onkel Hans, Miss Oktoberfest and Festival Dignitaries – (If Available) Functions performed by these VIP's might include award presentations, opening ceremonies, etc. Request Forms will be sent to all sanctioned Family & Cultural Events in August.

Souvenirs – Official Kitchener-Waterloo Oktoberfest souvenirs are available for sale at your event. Find out how you can increase your revenue!

FCE Awards – Special recognition awards are presented annually to events which have made a significant contribution to the Festival. Awards are presented in the following categories: Most Family Oriented, Most Oktoberfest Spirit, Best New Event and Best Overall Family Event.

Available Upon Request

Media Relations – The Public Relations Committee will assist with media advisories and releases which are sent to local media (i.e. - newspapers, radio stations and television stations in Kitchener, Waterloo, Cambridge, Guelph, New Hamburg, Elmira, etc.



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BENEFITS OF BECOMING AN ACCREDITED F.C.E EVENT

Planning Assistance – A representative of the Family & Cultural Events Committee – Community Partnerships is available to provide planning assistance with special needs and promotion. They are available to attend planning meetings as required to discuss matters of mutual interest.

Approximate Value of Your Accreditation Package = **\$1,000**

ACCREDITED F.C.E REQUIREMENTS

TO BE AN ACCREDITED EVENT

- 1. FCE ACCREDITATION APPLICATION IS DUE IMMEDIATELY IN ORDER TO CONFIRM EVENT PARTICIPATION. FCE ACCREDITATION CONTRACT AND INFORMATION FACT SHEET, FILLED OUT WITH AS MUCH DETAIL AS POSSIBLE, MUST BE SUBMITTED BY JULY 15, 2016. This information (as submitted) is used by the FCE, Public Relations, Publications, and Advertising Committees in the promotion of your event. Any subsequent changes on your information fact sheet should be forwarded IMMEDIATELY to K-W Oktoberfest Inc. Applications can be sent in by mail (17 Benton Street, Kitchener, ON N2G 3G9) or by fax (519-742-3072).**
- 2. Accreditation fee MUST be paid with application submission.**
- 3. In order to become an accredited event, proof of insurance coverage must be submitted and approved by K-W Oktoberfest Inc. The minimum insurance coverage required is two million dollars (\$2,000,000) and K-W Oktoberfest Inc. must be added as a named insured to the policy.**



AFTER ACCREDITATION

- 1. Use of the current Kitchener-Waterloo Oktoberfest logo and the FCE Icon will be permitted and is encouraged on any promotional material (i.e. - flyers, posters, advertising, etc). The icon identifies your event as an officially sanctioned event, and part of Kitchener-Waterloo Oktoberfest.**
- 2. Special attention should be given in ensuring a Bavarian theme for your event. This can be accomplished in the following ways:**
 - a) Workers should wear “Tracht” (Lederhosen, Dirndl, and Bavarian style hat)**
 - b) A Bavarian style atmosphere can be created with decorations**
 - c) The use of oompah bands and German style music wherever possible (assistance provided through FCE - Community Partnerships Representative)**
 - d) Food and beverages served at your event should tie in with the Bavarian theme. Wherever possible, we strongly encourage you to patronize the official Kitchener-Waterloo Oktoberfest sponsors (i.e. Molsons, Maple Leaf Foods, Pepsi, Pillers, GrainHarvest, etc.)**



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3. Develop your own promotion package - Do not rely solely on K-W Oktoberfest Inc. Your flyers and posters will be distributed free of charge by K-W Oktoberfest Inc., provided we receive a supply.
4. Ticket sales are the responsibility of the event; however, Kitchener-Waterloo Oktoberfest can assist in distribution of tickets. A commission fee of 10% of the ticket price is charged on tickets sold. Provisions for Ticket Sales:
 - All tickets must include applicable taxes in admission price
 - All tickets require the Kitchener-Waterloo Oktoberfest logo
 - Ticket dimensions must not exceed 2" wide and 7 3/4" long
5. Kitchener-Waterloo Oktoberfest can provide barcoded tickets as well as print@home tickets. Contact Katie Owens at 519-570-4267 x238 or katieo@oktoberfest.ca.
6. Souvenir items which are used as prizes and gifts at your event should be purchased from K-W Oktoberfest Inc. Revenue can be generated for your event by handling a line of our souvenirs at a Souvenir Booth. All participating events are entitled to a 20% discount on merchandise purchased in the Official Retail Store. Contact Ana Golobic, Operations Manager, at 519-570-4267 x226 or anag@oktoberfest.ca for a price list.
7. Free admission to your event (for evaluation purposes), must be honoured only to individuals representing the Family & Cultural Events – Community Partnerships Committee who have a Kitchener-Waterloo Oktoberfest volunteer pass.

DATES TO REMEMBER:

Application, Contract, Information Sheet & Insurance are due: Friday, July 15, 2016.

However, all documents should be submitted as soon as possible in order to guarantee listing in the 2016 FestGuide.

Late submissions will be subject to a late fee of \$25+HST, which will be applied to the Accreditation Fee.

SEND INFORMATION TO:

K-W Oktoberfest Inc.
17 Benton Street, Kitchener, ON N2G 3G9
FAX: 519-742-3072





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2016 Family & Cultural Events Application

Name of Event: _____

Contact Name: _____

Telephone (Home) _____ (Work) _____

E-Mail Address: _____

Invoicing Address: _____

Event Category: (Check all that apply)

- Concert / Music / Dance
- Contests / Awards
- Cultural / Heritage
- Family Friendly
- Festhallen / Licensed Hall
- Food / Culinary
- Leisure / Entertainment (Parades)
- Markets / Crafts / Shopping
- Sports / Tournaments

ACCREDITATION FEE:

- 1. Accreditation fee for commercial events, which charge admission and/or produce revenue. \$250.00 (plus tax)
- 2. Accreditation fee for those events which do not charge admission fee and/or are organized by a not-for-profit group. \$175.00 (plus tax)

NOTE: There will be a \$25+HST late charge applied to all applications received after July 15, 2016.

FORM OF PAYMENT: Visa Mastercard Cheque (payable to K-W Oktoberfest Inc.)

Card Number: _____ Expiry Date: _____ CVV#: _____

Name of Cardholder: _____ Signature: _____

Please indicate if you are interested in handling a line of Kitchener-Waterloo Oktoberfest souvenirs, or would you like to purchase gifts and/or awards for your event at a discount? YES NO

The revenues generated through accreditation fees will be used to actively promote Family & Cultural Events in the K-W area.

I have read and fully understand the responsibilities of becoming a sanctioned Kitchener-Waterloo Oktoberfest event.

Date: _____

Date: _____

 Signature of Applicant

 Signature of F.C.E. Chairperson

Forms can be sent in by mail (17 Benton Street, Kitchener, ON N2G 3G9) or by fax (519-742-3072).