



Get Home Safe Program Guidelines

Overview

Beverage alcohol and food festivals are popular events and great fundraising opportunities. To assist your guests in returning home safely, the BC Liquor Distribution Branch offers event organizers a **Get Home Safe** transit ticket sponsorship program for festival patrons. **Get Home Safe** was successfully launched at the Vancouver Playhouse International Wine Festival in 1997.

How does the program work?

If your event meets the **Get Home Safe** program criteria, you may submit an application form. If your application is approved, you will receive a number of transit ticket booklets based on your estimated total event attendance.

All empty ticket booklets and spare transit tickets must be returned **within thirty (30) business days** to the LDB. (If not returning materials via standard courier, packages sent via Canada Post should be date-marked.)

Get Home Safe will also supplement the transit tickets with a kit that will help you promote taking public transit to / from the festival, including:

- **Get Home Safe** digital logo for use in promotional materials
- **Get Home Safe** posters for display at the event venue
- **Get Home Safe** take-home flyers

How do I apply to Get Home Safe?

Check your event's eligibility using the **Get Home Safe** criteria checklist on Page 2. If you are eligible, you may complete and submit the **Get Home Safe** application form.

We recommend that you apply for **Get Home Safe** at least **two months prior** to your event date.

Successful applicants must sign a Sponsorship Agreement and agree to carry out the **Get Home Safe** program requirements during and after their event in order to receive full complimentary transit ticket sponsorship.

Contact

Get Home Safe Coordinator
 Tel.: 604 252 3132
 Fax: 604 252 3099
 E-mail: events@bliquorstores.com



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GET HOME SAFE CRITERIA

Please check all that apply. Applicants must meet **all** the criteria below to qualify.

Checklist	Criteria
	Your event is a: <ul style="list-style-type: none"> • Beverage alcohol (wine, beer, spirits) and food festival • Beverage alcohol and food appreciation, education or awareness event
	Your event proceeds must go toward charitable purposes.
	The non-profit organization benefiting from your event has a valid Revenue Canada registered charity number.
	The event must be accessible by public transit. <ul style="list-style-type: none"> • If your event is not located near public transit, please call Get Home Safe to discuss alternate options.
	You will promote responsible beverage alcohol consumption and use of public transit to & from the event in all promotional and on-site materials, including website, tickets, posters, programs, brochures, press releases, radio ads, print ads and all other advertising.
	You will have a Get Home Safe or information booth where event volunteers are responsible for handing out transit tickets and Get Home Safe information.
	You will complete all post-event follow-up procedures, including the timely return of all used/unused transit tickets. <ul style="list-style-type: none"> • Get Home Safe records the serial number for every booklet of transit tickets distributed to a sponsored event. • Failure to return your Get Home Safe follow-up package will result in future suspension from the program.
	BC Liquor Stores' Get Home Safe program must be acknowledged as the public transit sponsor on all promotional materials, using the logos and posters provided by the BCLDB Marketing Department.