



2020 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 program for festival patrons. **Get Home Safe** was successfully launched at the Vancouver 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. 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 **Get Home Safe** Program Agreement and conduct their **Get Home Safe** program in accordance with our requirements.

GET HOME SAFE CRITERIA

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

✓	CRITERIA
	Your event is a: <ul style="list-style-type: none"> • Beverage alcohol (wine, beer, spirits) and food festival such as beverage alcohol and food appreciation, education or awareness event • The event purpose is twofold: fundraising for a charitable organization; and beverage alcohol education.
	The organization benefiting from your event has a valid Revenue Canada registered charity number to be submitted with your application.
	The event must be accessible by public transit.
	You will promote responsible beverage alcohol consumption and use of public transit to and 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 an 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 on all promotional materials, using the logos and posters provided by the BCLDB Marketing Department.