



special events

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Get Home Safe Program Guidelines

BCLIQUOR GET HOME SAFE

Overview

Beverage alcohol and food festivals are popular events and great fundraising opportunities. To assist your guests in returning home safely, BCLIQUOR 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 tickets based on your estimated total event attendance.

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

BCLIQUOR will also provide a *Get Home Safe* kit that will help you promote taking public transit to/from your event, including:

- *Get Home Safe* digital logo for use on promotional materials
- *Get Home Safe* posters for display at the event venue
- *Get Home Safe* program brochures

How Do I Apply?

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 <u>all</u> 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 <i>Get Home Safe</i> or information booth where <u>event volunteers are responsible</u> for handing out transit tickets and <i>Get Home Safe</i> 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"> ● BCLIQUOR records the serial number for every transit ticket distributed to an event. ● Failure to return your <i>Get Home Safe</i> follow-up package will result in future suspension from the program.
	BCLIQUOR's <i>Get Home Safe</i> program must be acknowledged on all promotional materials, using the logos and posters provided by the BCLIQUOR marketing department.