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MOUNT PAUL  
community food centre

# 2024 YKA HOT CHOCOLATE FESTIVAL VENDOR GUIDE

Mount Paul Community Food Centre

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# #YKAHOTCHOCOLATEFEST



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## TERMS & CONDITIONS

1. YKA Hot Chocolate Festival runs from February 1 - 28, 2024. Your signature beverage must be available to customers each day that you are open for business during that time.
2. Registration for 2024 is \$15 and will run from November 7 – January 19, 2024, registration will be \$15. The sooner you register, the sooner your drink will be listed on the website for promotion.
3. Your Signature drink will be put onto our website and voting app in alphabetical order.
4. Registrants are eligible to win: Best Hot Chocolate (Gold, Silver, or Bronze awards will be given out at the end of the festival).
6. Entries must be a drink or turn into a drink i.e., Hot Chocolate Bomb.
7. Signature drinks must be available to customers each day that you are open for business.
8. Registration fee structure is as follows
  - 1 Drink, 1 location = 1 Registration of \$15
  - 1 Drink, 2 locations = 1 Registration of \$15 + \$5 \*this means the same drink is being sold at more than 1 location.
  - Once you have registered, we will email you a link to a form to complete and submit your company & drink details.
9. To win the YKA Hot Chocolate Festival's Best Hot Chocolate, your business must be registered in the YKA Hot Chocolate Festival. Participants with multiple locations will have sales considered independently in efforts of fairness between all participants of varying sizes.
10. All Vendor final tallies of cups sold (by location) must be confirmed and submitted to Mount Paul Community Food Centre no later than NOON on March 3rd, 2024, to be considered for each category to claim the title of Best Hot Chocolate.
11. Contributions from the sale of your signature YKA Hot Chocolate Festival drink(s) are to be received by Mount Paul Community Food Centre no later than March 31st, 2024.
12. Please set your signature drink price and donation amount within the below parameters:
  - Retail Cost \$1 - \$7.00 = Minimum donation per cup = \$1.00
  - Retail Cost \$7.01 - \$12 = Minimum donation per cup of \$2.00
  - Retail Cost > \$12 = Minimum donation per cup of \$3.00 \*\*Please Note: exceptions regarding price point may be made with valid reasoning expressed to our organizers.
13. We will be posting the name and retail cost of your drink on the [YKA Hot Chocolate Festival website](#) and the voting app.
14. In the event of similar naming of signature hot chocolates, the first right of refusal will be given to the earliest registrant to keep their drink name. The latter registrant will be asked to provide a different beverage name.

15. Unsportsmanlike or suspicious play is grounds for removal from the running for the Best Hot Chocolate and may be investigated with further action taken by the organizer if needed.
16. Mount Paul Community Food Centre can deny registrations from vendors and has a zero tolerance for inappropriate online behavior.
17. All ratings must be submitted by the individual who purchased and tasted the signature hot chocolate. The use of duplicate/fake emails to boost drink ratings or asking customers to rate who have not purchased and tried your signature drink during the event, will result in disqualification from the awards.
18. Winners for YKA's Best Hot Chocolate are calculated based on a rating system; winners are calculated on the average of all combined ratings collected via the voting app.
19. YKA Hot Chocolate Festival can include sponsors to support the event at the discretion of the event organizer. Marketing materials for the event will be provided by the organizing entity, Mount Paul Community Food Centre. In 2024 digital marketing materials will be provided, physical marketing materials may also be provided.
20. **The purpose of YKA Hot Chocolate Festival is to raise awareness and funds for Mount Paul Community Food Centre's services to the community.** Therefore, the Mount Paul Community Food Centre name and/or logo should be visible to all patrons through displaying marketing materials for the event and we request that it be included in social media posts.
21. Social media posts and stories about YKA Hot Chocolate Festival should use the following hashtags #YKAhotchocolatefest #YKAhotchocolatefest2024 @MountPaulCFC.

We appreciate your participation!

## VENDOR BEST PRACTICES

Tagging on social media #YKAhotchocolatefest #YKAhotchocolatefest2024 @mountpaulcfc

### Building your winning beverage

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! Beverages with visually appealing photos always get extra attention, especially during an event with so many options to choose from. However, be sure that the drink sold to the customer is a fair representation of the description and photo. 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 experience, the one secret ingredient in every winning beverage was the ability to be memorable. Hot Chocolate Festival 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 drink without people trying it; so make sure your beverage has an element that keeps people talking!

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

### Celebrate your support of Mount Paul Community Food Centre

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 drink! Not familiar with [Mount Paul Community Food Centre?](#) Learn about us and why our work is important on our website.

### Spread the word online and on-location

- Display your digital poster on your website & share on social media
- Display your provided printed promotional posters
- Feature the event on your website / blogs
- Use your own marketing pieces (chalk board signs, etc) to promote your drink
- Have a tablet or laptop set up in your location for customers to rate your drink on the spot.

### Engage with us!

Use #YKAhotchocolatefest and share pictures of your drink with your audiences throughout the event on Facebook and Instagram.

Be sure to tag @MountPaulCFC so we can spread the word and share it with our audiences too!

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

### Rate-a-drink

Encourage your customers to rate your drink online. Each entry helps us accurately determine the winners of YKA Hot Chocolate Festival, and who knows, that could be you! Encourage your customers to visit our website or the app to rate your hot chocolate. This year each person will be voting on Best Hot Chocolate. 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 will delete duplicate customer entries, to ensure fairness.

### Get your staff involved!

Having a team who promotes your drink and is interested in the competition will help your efforts in becoming Kamloops Best Hot Chocolate! Try to brainstorm with staff to create your signature hot chocolate and have all staff members try the hot chocolate and get their feedback on your recipe. Make sure all staff members know about the festival and how \$1, \$2 or \$3 from each drink depending on your retail cost, is donated to Mount Paul Community Food Centre.

## FREQUENTLY ASKED QUESTIONS

**Who owns the YKA Hot Chocolate Festival event?** The event is owned, planned, and executed by [Mount Paul Community Food Centre](#). We are grateful to the [Calgary Meals on Wheels](#) organization, who generously shared their festival information and documents with us to help us get started. We could not have done it without them! Their #YYChotchocolatefestival is over 10 years old now, and a huge success – if you find yourself in Calgary in February, be sure to participate!

**What should we call our signature drink?** Create a catchy name for your entry that describes your drink; one that your customers will remember when they are entering their ratings.

**Is a tax receipt available for the donation?** As per CRA guidelines, you will receive a tax receipt for the contribution from total drinks sold. However, tax receipts cannot be issued for the event registration fee.

**How will the drinks be judged?** There will be plaques awarded and recognition for “Best Hot Chocolate” at Gold, Silver, and Bronze levels. Customers will rate drinks on the app. Note that the winners are not determined by the most ratings; they are determined by the highest average rating, however only those with a number of rating equal to or more than the average in their category are eligible. All Vendor final tallies of cups sold (by location) must be confirmed and submitted to Mount Paul Community Food Centre no later than NOON on March 2nd, 2024, to be considered to claim the title. The will be granted bragging rights, promoted on the YKA Hot Chocolate Fest website and Mount Paul Community Food Centre social media, and will receive a Hot Chocolate Festival plaque.

**What are the awards?**

- Gold: Highest average rated hot chocolate in the competition.
- Silver: Second highest average rated hot chocolate
- Bronze: Third highest average rated hot chocolate

**How do people find out about YKA Hot Chocolate Festival?** Visit the festival website at <https://www.mountpaulcommunityfoodcentre.com/events>, follow us on Facebook and Instagram, and download the app on the App store or Google Play store (app will be available closer to the event start date – stay tuned!) You can promote YKA Hot Chocolate Festival and your drink(s) at your location, on your website, through social media and encourage your employees and customers to do the same. Mount Paul Community Food Centre will connect with local media to help promote the event online, on the radio and on TV.

**How else can I participate?** You can donate prizes (like gift cards) that will be used throughout the event as social media prizes. Prize donors will be recognized for their contributions. You can offer to participate in media and promotional opportunities that may be available throughout the month. Try planning an event to promote your drink or incorporate your drink into your current events. (i.e. Hot Chocolate & Paint Night, Hot Chocolate Date Night, etc.)

## CONTACT INFORMATION

Email: [hcf@interiorcommunityservices.bc.ca](mailto:hcf@interiorcommunityservices.bc.ca)

Sarah Ladd, Lead Festival Volunteer

Website: <https://www.mountpaulcommunityfoodcentre.com/events>

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