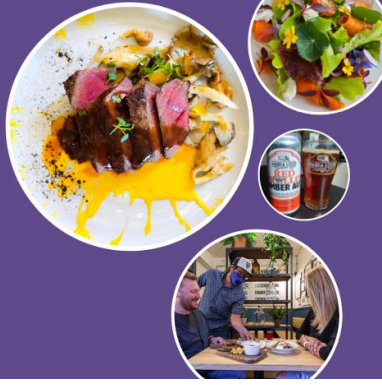




hotel program



alberta
on
the **plate**
dine around
province-wide | august 12-21, 2022

Thank you for joining the Alberta on the Plate 2022 Hotel Program! Please complete the form below, and return to rhe@foodtourismstrategies.com, along with the following:

- Your logo (.png/.eps/.ai)
- Photos of your property:
 - 1x Hotel exterior/beauty
 - 1x In-Room (should reflect room type included)
 - 1x Lobby
 - 1x Dining room/food (if applicable)

Completed registration forms and supporting materials must be received by **Thursday, June 30, 2022**.

hotel partner benefits

- Recognition as an Alberta on the Plate Hotel Partner and supporter of the Alberta food industry.
- Profile listing on the Alberta on the Plate website.
- 2 featured posts on the Alberta on the Plate social channels.
- Profile listing in applicable regional editions of the Alberta on the Plate newsletter.
- Access to Alberta on the Plate branding to use in your promotions.
- Additional engagement opportunities as they become available.

hotel information

Hotel Name: _____

Physical Address: _____

City/Town: _____

Phone Inquiries: _____

Email Inquiries: _____

Website: _____

Instagram: _____ Facebook: _____

Hotel Description (200 words maximum):

2022 Offering: ☐ Alberta on the Plate Preferred Rate

☐ Alberta on the Plate Dine & Doze Package

preferred rate details

Requirements: Preferred Rate must be available August 12 to 21, 2022. Hotels may choose to require proof of participating restaurant reservation or applicable receipt upon check in or check out. (Participating restaurant list will be forwarded to all hotel partners by July 4, 2022.)

Preferred Rate is set by: ☐ Price: \$ _____ ☐ Discount: _____ %

Code Required? ☐ No ☐ Yes: _____

Room Type(s) Available: _____

dine & doze package details

Requirements: Dine & Doze Packages must be available August 12 to 21, 2022. They should include at minimum:

- Dinner for 2 in your affiliated restaurant
- One night stay in your hotel (based on double occupancy)

You may choose to include additional items either in the base package (included in pricing), or as add-ons (extra charges apply). These may include items such as, but are not limited to:

- Breakfast
- Welcome cocktail/nightcap
- In-room cocktail station (local ingredients + recipes for a craft cocktail using local spirit) or local beers/sodas
- Additional Guests/Children meals
- Additional room nights at discounted rate
- Perk Amenities (i.e. pool time, wifi, late check-out, parking, etc.)

Package Description:

Room Type: _____

Price: \$ _____

Does the package price change on weekends? ☐ No ☐ Yes _____

Are you interested in hosting an influencer sneak peek prior to the festival to help promote your package?

☐ No ☐ Yes

reservations

Date AOTP Reservations Open/Listed: _____

Webpage Link: _____

Phone: _____

administrative information

Hotel Contact Person: _____

Position: _____

Phone: _____

Email: _____

hotel partner conditions of participation

By signing up to be a Partner in the Alberta on the Plate Hotel Program (“Program”), you are agreeing to the following terms and conditions.

1. You agree to honour your Alberta on the Plate Preferred Rate and/or Dine & Doze Package (“Offering”) as described above from August 12 to 21, 2022 (“Festival Period”). Any changes to the above description must be provided in writing to rhe@foodtourismstrategies.com prior to taking effect, and any previous bookings must be notified of any changes.
2. You agree to promote your Offering and your participation in the Program for at least one month prior to the Festival Period. Promotions may begin prior to July 4, 2022, at their own discretion.
3. You agree that Alberta on the Plate can name your hotel as a Program participant, and include your logo and images provided in any promotional materials as required.
4. You agree to provide one overnight stay per hotel property to be used for media or contesting by Alberta on the Plate. Hotels offering Dine & Doze Packages may choose to provide a package experience or a single room night. Hotels with 5+ participating properties may negotiate number of donated room nights.
5. You acknowledge and agree that Alberta on the Plate reserves the right, at their sole discretion, to determine the hotels participating in the Program. Alberta on the Plate further makes no representations or warranties with respect to your hotel’s sales volumes or customer traffic that may result during the promotional period.
6. You agree to brief your staff on the Program to ensure high quality, knowledgeable service for guests.
7. You agree to display any Alberta on the Plate print collateral or materials provided to you by Alberta on the Plate until the completion of the Festival Period.
8. You agree to track all Preferred Rate and/or Dine & Doze Package sales and submit the totals to Alberta on the Plate within 5 business days upon the completion of the Festival Period. Should your Offering sell out, you agree to inform Alberta on the Plate within 2 business days in order to identify the Offering as such on the Festival website.
9. You agree to promptly resolve any significant customer complaints brought to your attention by Alberta on the Plate.
10. You agree to complete a post-event survey as administered by Alberta on the Plate.

Signature: _____

Print Name: _____

Title: _____

Hotel Name: _____

Date: _____