

BITE of Burnaby

MARCH 8th - 31st, 2021

What is it?

A Burnaby based food festival running March 8th to 31st, 2021.

Restaurants will have the opportunity to offer multi-course menus at fixed price points for take-out, delivery or dining in. However, the emphasis for the Burnaby event will be on take-out and delivery. Menu price points are \$15, \$30, and \$60.

This food festival, run by Tourism Burnaby, is in its inaugural year, but will become an annual initiative to promote tourism and restaurants in Burnaby. We are excited to celebrate the diversity in dining in Burnaby!

Who can participate?

Any restaurant or cafe located in Burnaby can join the festival.

What does it cost?

Restaurants will pay a registration fee of \$100.00 and provide a gift card valued for their highest menu price point (ie \$15, \$30, or \$60) for contesting and influencer promotion. Additional funding and marketing funds will come from Destination BC and Tourism Burnaby.

How will it be marketed?

The festival will have a comprehensive promotional plan. A marketing toolkit will be provided to participating restaurants with logos, images and social media graphics.

The Bite of Burnaby website will feature the menus and ordering and reservation information of all of the participating restaurants, linking back to your website or alternate contact information if you do not have a website. The festival will be promoted through; digital media, print ads, paid social media placements, press releases, and through social media influencers. Based on provincial guidelines, we will be marketing the festival to Burnaby and the surrounding cities.

Additionally, we will be running a contest during the festival period, giving away gift cards to participating restaurants with a grand prize of a 1 night shop and stay in Burnaby.

Why should a restaurant participate?

This is an opportunity for restaurants to increase their sales and benefit from a large scale marketing campaign. Participating helps foster a sense of community and joy in an otherwise hard time.

Sounds good, How do I commit?

Please fill out the registration form at <https://forms.gle/R5Fz6ZXzSKqehfKr7> . Once you have confirmed your participation, Tourism Burnaby will send you an invoice for the registration fee (due March 1st, 2021) and will contact you regarding the gift certificate noted above. If you have any questions or concerns please email Ravina Sidhu (rsidhu@tourismburnaby.com).