

2022 Pacific Rim Whale Festival / Event Participation Policy



The Pacific Rim Whale Festival was founded in 1986 to promote the West Coast of Vancouver Island and celebrate the annual Gray Whale migration.

OUR MISSION is to inspire, educate and entertain by celebrating our coastal traditions, unique environment and the spring return of the gray whale.

Basic Criteria Events and activities listed on the Events Calendar will meet our basic criteria:

- Demonstrate a link to the mission of the PRWF
- Support the Festival's continuation through financial support or by providing no-cost public events or button events, (with a suggested minimum donation of \$5).
- Take place during the dates of the Whale Festival unless otherwise approved by the BOD.
- The event must be non-partisan and not affiliated with a political agenda.

Your event must also take place *in, or be based out of* the communities of Tofino, Ucluelet or the Pacific Rim National Park

PRWF Events Once basic criteria are met, an event will fall into one of three categories:

Anchor Event – this is a fundraising event that is coordinated by the Whale Festival.

Button Event (or Educational Event) – this is an event where attendees purchase a button with the suggested donation of \$5. This button is a one-time fee that grants access to all festival button events. *Some exceptions apply.*

Festival Partnered Event – this is an event that has an admission fee and is completely organized by a business or organization. Partnered events forward a *minimum* of 25% of *revenue in exchange for event marketing* and are included on the official festival “Calendar of Events”.

Additional Considerations

Additional consideration will be given to the following:

- Location of event
- Flexibility of date(s) as per the calendar
- Type of event in relation to other similar events
- Proposed budget
- Educational content
- Number of proposed activities
- Existing or prior relationship to the Festival

Application Process

1. Read our Event Participation Policy
2. Complete the Partnered Event Application form.
3. Forward the completed form to whalefest.coordinator@gmail.com by February 15th, 2022.

The PRWFS co-ordinator will review your application and may ask you questions on various aspects or details of your event. The proposed event will be discussed with the Board of Directors before it is approved to become a part of the Festival based on the criteria and considerations on page one. Depending on the nature of the event, once it is approved, you may be asked to sign an additional contract if conditional phrases apply. If your event involves sponsored components, you will be asked to fill out the 2022 Sponsorship Contract.

EVENT APPLICATION FORM

Events are a great way to get involved and have a lot of fun! If your organization or business is interested in submitting a partnered event to be advertised through the Whale Festival, please review and complete the information on this proposal sheet. Events should focus on the Gray Whale Migration, Marine Environment, or Coastal Life themes and include enjoyable opportunities for people to learn more about whales, ocean life and our local environment. *Type directly into the space provided for each line by clicking once into the blank box. Please fill in the table to the best of your ability, and as accurately as possible*

Part 1. Contact Information

Organization/Company:		Event Organizer:	
Contact Person:		Email:	
Phone:		Mobile:	
Mailing Address:			

Part 2. Event Specifics

Information Required	Details
Is this a new event? If no please provide event history with the Festival:	
Event Name:	
Type of Event (ie walk, talk, series, ongoing, virtual, etc):	
Desired Date(s) & Time(s) of Event:	
Alternate Date(s) & Time(s):	
Location of Event:	
Description of event(s) in 25 words or less suitable for marketing & media uses:	

Estimated Attendance and Ticket info (prices & vendors, or “button event”):	
Facilitator/speaker/performer information & contacts for each:	
Accommodation requirements if applicable:	
Travel & Transportation requirements if applicable:	

Information Required	Details
Decoration plan for venue:	
Photography/videography:	
Audio/visual/tech requirements (equipment, contractors, power sources, cords):	
Set-up & clean-up requirements (props, keys, chairs, etc):	
Volunteer requirements (be as specific as possible re shift times & duties required):	
Food involved & details as required:	
Prizes/appreciation/recognition:	
Financial summary/budgetary notes for planning:	
Proposed advertising methods:	
Signage requirements (indoor & outdoor i.e. sandwich boards, banners, ‘full’, etc)	

Part 3. Event Funding Information

Event Funding Assistance Required: <input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, please provide as much detail as possible (venue, accommodation, prizes – both in-kind and monetary)	

THANK-YOU FOR SUPPORTING OUR NON-PROFIT ORGANIZATION

For more information, please contact the coordinator at
whalefest.coordinator@gmail.com

* Please email the coordinator or send your application to the address below:

Pacific Rim Whale Festival Society (#S-0048474) P.O. Box 955, Ucluelet B.C. V0R 3A0

FOR OFFICE USE ONLY:

Event Approved:	<input type="checkbox"/> Yes	Date & Time of Event:	
PRWF director contact & board position:		PRWF director(s) assigned to be present at event(s):	
Event Approved:	<input type="checkbox"/> No (Please list reason):		

SIGNATURE

I commit that all of the information listed here on this form to be true. I am aware that it is my obligation to know the conditions of my participation with the Pacific Rim Whale Festival. If my application is approved, and the event information outlined in this application should change, it is my responsibility to make the Festival Coordinator aware of such changes with due notice. I will not hold the PRWFS responsible for any ill charge or claims should my event be disrupted by changes made to my event after signing.

I promise that no personal circumstances (over the applicable 'festival period' December 1st, 2021 – March 26th, 2022) will prevent me from honoring agreements herein. I promise to reply quickly to requests for information made by the PRWFS and its staff in effort to co-ordinate or market this event on my behalf.

Applicant's Signature _____ **Date Signed**

and

Pacific Rim Whale Festival Society #S-0048474

P.O Box 955, Ucluelet, B.C. Canada V0R 3A0

Director's Signature _____ **Date Signed**