



## Venue Terms and Conditions Taste of Thame 2020

### Definitions:

- **The Organisers:** refers to the team involved in coordinating the Taste of Thame event
- **The Venue:** refers to you.

### PARTICIPATION TERMS & CONDITIONS

As a Venue during Taste of Thame you are joining a collaboration of local food & drinks businesses and producers, working together to provide an event for residents of and visitors to Thame. To ensure the success of Taste of Thame we ask Venue to agree to the following:

### ENTRY PROCESS & FEES

- Submit our short Application Form, no later than Monday 3 February 2020. Details of where to send your completed form are located in the footer of these Ts&Cs. Application forms can be downloaded from [www.tasteofthame.co.uk](http://www.tasteofthame.co.uk)
- All venues within the town centre will be included in the event as long as they are able to host one of the following activities:
  - Host a producer in your venue (non-food venues) OR feature a producer in a bespoke menu (food-venues)
  - Run a food or drink related activity (food venues only) that showcases a local producer who is already a core part of your menu.
  - Run a demonstration
  - Run a food or drink related workshop
- A networking event giving venues the opportunity to identify and connect with producers that
- All venues wanting to feature a local producer are invited to attend a networking event on Thursday 20 February sometime between 5pm – 7pm at The Black Horse, Thame. This will give you a chance to network with local producers and find one or two that you would be willing to feature as part of the event. If you do not have the ability to attend, but are happy to be allocated a producer to be based at your venue just let us know through the application form.
- Monday 9 March 2020: provide final details of what you will offer at the event along with several high quality photos to be used on the Website and Social media channels for promotion purposes.

### PROMOTION OF TASTE OF THAME

- The Organisers will commit to creating and updating a website for the event.
- The Organisers will create and implement a publicity plan including a Social Media plan, local press releases, and where possible links to local radio and TV opportunities. Whilst every effort will be taken to ensure the profile of the event is high, The Organisers cannot be held responsible for other

organisations choosing not to publicise the event as hoped. The Organisers will have a Publicity Plan in place and this is available for any of Venues to view, and play a part in improving and implementing.

- The Organisers will provide each Venue with a promotion pack that includes flyers, posters and instructions for Social Media Posting.
- Whilst every effort will be made to ensure the accuracy of information included in the Taste of Thame flyers/website, The Organisers cannot be held responsible for any omissions or mistakes which occur.
- Unless the organisers state otherwise, venue commit to provide high resolution images alongside their entry form to be used on the Taste of Thame website. If these are not provided, Venue understands that they will not receive the same profile as other venues taking part. These should not include any advertising material such as a banner or logo.
- Once a profiles are updated to the website, Venues will be required to proof check this. Changes will not be made unless instructed by Venue.
- Venue must be willing to display and distribute Taste of Thame flyers before and during the event.
- Venues will promote Taste of Thame through any online presence that they have, ensuring that they put up a least 1 post a week to each Social Media Platform that they have, letting people know about the event. In these posts Venue will ensure that they incorporate the following:
  - #tasteofthame
  - #thame
  - Link to @tasteofthame sites on Instagram, Twitter and Facebook
- Venue will include the official Taste of Thame logo in a prominent size and position -preferably at the top of the page - in any additional marketing activity that Venue produce for the event. The logo is available on Taste of Thame web site or can be supplied by email direct to you. Venue should also include the Taste of Thame website address - [www.tasteofthame.co.uk](http://www.tasteofthame.co.uk)
- Share and comment on other posts shared by venues and producers who are also participating in the event