



June 4, 2020

Dear Local Restaurant/Business Owner,

Re: Virtual Ribfest - June 27/28, 2020

We are hoping to offer you a WIN-WIN partnership as you struggle with the public health requirements of keeping your business open as best you can during the COVID-19 pandemic..

For the past 10 years, the Rotary Club of Flamborough AM and the Rotary Club of Waterdown have organized and hosted Oh Canada Ribfest in Waterdown's Memorial Park on the Canada Day weekend. This year, because of the pandemic, we are unable to hold our usual event and are looking to hold a Virtual Ribfest on Saturday June 27 and Sunday June 28, 2020.

Through our Virtual Ribfest, we aim to replicate the food and fellowship of our in-person event, encourage Ribfest fans to support local restaurants and generate some funds for the Rotary Clubs. We are also planning to host a virtual concert, to promote local musicians.

We would like to invite you to become a partner in Virtual Ribfest 2020. We are asking restaurants to add a "Ribfest Special" or two to their takeout/curbside menu for that weekend, and to add a \$5 contribution into the price, **on top of your usual price for that item.** (In other words, by purchasing the "Ribfest Special", people would be paying \$5 more than they would normally pay for that item.)

In return, we will promote your restaurant on our website and through Facebook posts about the event. After the event, we ask you to transfer us the total contributions (\$5 from each "Ribfest Special" sold). When planning meals, we suggest that you consider offering:

- Foods other than just ribs, thinking about typical summer or festival foods
- Food kits for people to collect and cook for themselves (pickup for kits could also be June 26)
- Suitable drinks to go with your meals
- Pre-orders only

Please sign and email the attached confirmation to us ASAP, and **by Friday, June 12** at the latest, so we can start promoting your participation.

Sincerely,

Sue Collins
scollins@bell.net
905-546-7228 (cell)

Brenda Jefferies
brendaholtjefferies@gmail.com
289-684-3416 (cell)

P.S. We're hoping to build up to the event by sharing suitable recipes (summer meals, salads and drinks) online. Please let us know if you would be willing to share one of your recipes.



Virtual Ribfest – Agreement

Name of restaurant/business: _____

Contact person: _____

Contact email address: _____

Contact phone number: _____

Our restaurant/business would like to participate in Virtual Ribfest 2020, as set out in the letter dated June 4, 2020.

We will offer one or more “Ribfest Specials” for the June 27/28 weekend. The Specials will include an additional \$5 as a contribution from the purchaser to Oh Canada Ribfest.

We will provide information about our specials and our weblink to Oh Canada Ribfest (to scollins@bell.net) by EOD **Monday, June 15, 2020**.

After the event, we will transfer the total contributions (\$5 from each “Ribfest Special” sold) to Oh Canada Ribfest at donate@OhCanadaRibfest.ca (Password “Ribfest”) by Wednesday, July 15.

We are planning to participate in the following (check as applicable):

___ Pre-ordered meals with an ordering deadline of _____ (date)

___ Food kits (available June 26-28)

___ Curbside/pickup meals

___ Delivery options

Signature

Date

Please return the signed and dated form to Sue Collins at scollins@bell.net by **Friday, June 12**, ideally, along with your logo.