



You've been selected to participate in the 2019 POUTINE FEAST POUTINE CRAWL!

What is Poutine Feast?

Poutine Feast is a travelling festival that specializes in bringing a twist to the iconic Canadian dish, poutine!

We are comprised of many chip truck owners, from across Ontario. When we come to your town, we also look for local trucks that may want to join us to share their wonderful dishes at our festival, as well. We encourage everybody to celebrate this great dish as much as they can, from every restaurant, chip truck or canteen in order to find that one dish that people can't live without.

In 2018 we found ourselves all over the media, in form of radio, television, social media platforms and print. This included Your Kingston, Kingston this week, The Weather Network, The Kingston Whig Standard, The Observer Sarnia, Fresh Radio, Boom Radio, iHeart Radio, Energy, Bob FM, Country, YouTubers, bloggers, -- Even Global News had to stop by!

Facebook alone, we had over 2.5 million reactions and averaged over 100,000 views a week, peaking at just over 400,000 views. This resulted in hundreds of thousands of people attending our events across Ontario.

What is a Poutine Crawl?

Not only does a Poutine Crawl spread the love of this irresistible dish, but there are many poutine lovers, connoisseurs, youtubers and bloggers who are ready to visit your establishment, take pictures of your food, tag you on media platforms, and rave about you which helps promote your restaurant!

We are going to encourage people to get out during the month of February to not only try your poutine, but to vote for their favourite, as well. Within an app powered by Buzzyn, poutine lovers will see which establishments are participating, what poutines are offered, what rewards are offered to people who try out the most featured restaurants, challenging them to try them all. The fans will then visit your establishment, try your poutine and you will scan their app with yours to track participation and allow them to vote for you to be the best in town!

In this crawl we are going to bring customers to you, and you will be able to track it with an app powered by Buzzyn!

Why was I chosen?

We reached out to our following and asked for their favourite hidden gems in their areas of where to get their poutine fix. When we received your name, we had no choice but to reach out to your organization to see if you want to get in on the competition!

How do I participate?

Go to our website www.poutinefeast.com/poutinecrawl, fill out an application and upload a picture of one to three of your top choices of poutine, with a mouth watering description, and we will get back to you to confirm details. We have limited spaces for each city.



The cost to participate is \$500 for the entire month, which includes:

- 8" x 8" easy peel window sticker
- Table tent advertisements
- Easy peel off POUTINE FEAST icons for your menu to display your promoted poutines.
- The use of the Buzzyn app to track guest participation
- Ability to offer 1 – 3 exclusive Poutine Feast Crawl coupons
- Listing on our official website
- 11" x 17" Poster
- Minimum of one post per week tagging your restaurant on Facebook or Instagram during the month of February 2019 using your artwork and/or images.*

Please note that we will allow restaurants to participate up to 60kms away from the downtown area, based on Google Maps.

Deadline to submit your application is January 11, 2019

What will I need to get started?

First you need a great recipe for one to three poutines served out of a health inspected, commercial establishment.

Next, to spread the word you will need one or more Poutine Champions, who can be server, host/hostess or a manager to discuss with guests about the local competition and prizes.

You will also need a place to put up POUTINE FEAST POUTINE CRAWL signage on your window and places to put advertisements throughout your dining area.

What if I win?

In addition to bragging rights,

- 1) We will announce your win on all our social media platforms
- 2) We will provide you with a plaque stating Voted Best Poutine 2019
- 3) At least one mention per month on our Social Media Platforms
- 4) On site recognition at the festival we will hold in your city
- 5) 5 free classic poutine coupons for staff or giveaways at the Poutine Feast Festival in your city
- 6) Recognition as your city's champion for the following year
- 7) Discounted rate to re-enter the following year

What if I do not want to participate in the crawl, but I do want to sponsor the event to maximize my exposure?

We have various sponsorship levels available to meet almost any budget.

Please forward your enquiries to jdoucet@mcgjrresents.com for a sponsorship information package.

We look forward to having you join the Poutine Crawl—

Let the competition begin!

