



# Get Home Safe Program Guidelines

## Overview

Beverage alcohol and food festivals are popular events and great fundraising opportunities. To assist your guests in returning home safely, the BC Liquor Distribution Branch offers event organizers a **Get Home Safe** transit ticket sponsorship program for festival patrons. **Get Home Safe** was successfully launched at the Vancouver Playhouse International Wine Festival in 1997.

## How does the program work?

If your event meets the **Get Home Safe** program criteria, you may submit an application form. If your application is approved, you will receive a number of transit ticket booklets based on your estimated total event attendance.

All empty ticket booklets and spare transit tickets must be returned **within thirty (30) business days** to the LDB. (If not returning materials via standard courier, packages sent via Canada Post should be date-marked.)

**Get Home Safe** will also supplement the transit tickets with a kit that will help you promote taking public transit to / from the festival, including:

- **Get Home Safe** digital logo for use in promotional materials
- **Get Home Safe** posters for display at the event venue
- **Get Home Safe** take-home flyers

## How do I apply to Get Home Safe?

Check your event's eligibility using the **Get Home Safe** criteria checklist on Page 2. If you are eligible, you may complete and submit the **Get Home Safe** application form.

We recommend that you apply for **Get Home Safe** at least **two months prior** to your event date.

Successful applicants must sign a Sponsorship Agreement and agree to carry out the **Get Home Safe** program requirements during and after their event in order to receive full complimentary transit ticket sponsorship.

## Contact

Get Home Safe Coordinator  
 Tel.: 604 252 3132  
 Fax: 604 252 3099  
 E-mail: [events@bliquorstores.com](mailto:events@bliquorstores.com)



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## GET HOME SAFE CRITERIA

Please check all that apply. Applicants must meet **all** the criteria below to qualify.

Checklist	Criteria
	Your event is a: <ul style="list-style-type: none"> <li>• Beverage alcohol (wine, beer, spirits) and food festival</li> <li>• Beverage alcohol and food appreciation, education or awareness event</li> </ul>
	Your event proceeds must go toward charitable purposes.
	The non-profit organization benefiting from your event has a valid Revenue Canada registered charity number.
	The event must be accessible by public transit. <ul style="list-style-type: none"> <li>• If your event is not located near public transit, please call Get Home Safe to discuss alternate options.</li> </ul>
	You will promote responsible beverage alcohol consumption and use of public transit to & from the event in <b>all</b> promotional and on-site materials, including website, tickets, posters, programs, brochures, press releases, radio ads, print ads and all other advertising.
	You will have a Get Home Safe or information booth where <b>event volunteers are responsible</b> for handing out transit tickets and Get Home Safe information.
	You will complete all post-event follow-up procedures, including the <b>timely return of all used/unused transit tickets.</b> <ul style="list-style-type: none"> <li>• Get Home Safe records the serial number for every booklet of transit tickets distributed to a sponsored event.</li> <li>• Failure to return your Get Home Safe follow-up package will result in future suspension from the program.</li> </ul>
	BC Liquor Stores' Get Home Safe program must be acknowledged as the public transit sponsor on all promotional materials, using the logos and posters provided by the BCLDB Marketing Department.