



YYC OCTOBER HOT DRINKS FEST

Presented by Unison for Generations 50+

Sip, celebrate, support your community!



VENDOR GUIDE | 2026 EDITION

IMPORTANT DATES – 2026



DETAILS	DEADLINE
Registration	June 1 – August 15
Signature Drink submission	September 8
Vendors may reveal drinks	September 15
Festival duration	October 1 – October 31
Sales numbers due	November 5
Donations due	November 10
Winners announced	November 15

Registration Fee: \$45

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TERMS & CONDITIONS



1. YYC October Hot Drinks Fest runs throughout the entire month of October. Your signature drink must be available to customers each day that you are open for business during the festival.

- **Registration is \$45 and is open from June 1–August 15.**
- There will be no registration sales after this date.

2. Additional locations with the same name and branding who have registered and paid their registration fee will receive a discounted registration fee of \$2. The same recipe must be offered at all locations.

Registration Examples:

- 1 drink, 1 location = 1 regular registration payment (\$45)
- 1 drink, 2 locations = 1 registration fee (\$45) + \$2.00
- 1 drink, 3 locations = 1 registration fee (\$45) + \$2.00 + \$2.00
- 3 entries = 4 Registrations fee (\$45) + \$2.00 + \$2.00 + \$2.00

3. Only **1 signature drink allowed** per business.

4. **Signature drinks must be a new creation, and not already on the menu.** You are welcome to add your YYC October Hot Drink Fest creation to your permanent menu after the event.

5. **Entries will appear on Unisons website in the order we receive them.**

6. **To be eligible** to win any of the YYC October Hot Drink Fest awards, **vendors must submit the final total number of drinks** sold (by location) **before noon on the due date.** All vendors are eligible for the award.

7. Contributing donations from the sale of your signature drink are to be received by Unison no later than the due date.

8. Please remember that the funds raised from the event come from those who have supported your business, expecting that you will pass on a collective donation to support our mission.

9. Please set your signature drink price and donation event within the parameters displayed in the following table:

TERMS & CONDITIONS



RETAIL COST PER DRINK	
\$1.00 – \$7.00	\$1.00
\$7.01 – \$12.00	\$2.00
\$12.01+	\$3.00

Please note that we will post the retail cost of your drink on the YYC October Hot Drinks Fest website. The price listed should include the donation; not added after purchase.

10. Tally donations for all available sizes of your drink based on the parameters in the above table.

For example:

- If a "Medium" drink price is \$7.50 (\$2/drink) and you sell 100, you would owe \$200.
- If a "Large" drink price is \$12.50 (\$3/drink) and you sell 100, you would owe \$300.
- The total owed for combined drink sales would be \$500.

11. Only individuals who purchase and taste the signature drink can submit a rating. Vendors cannot submit ratings on behalf of their customers.

12. Unsportsmanlike or suspicious behavior may result in a disqualification from the YYC October Hot Drinks Fest and prompt further action from the organizer if needed.

13. Unison has zero tolerance for inappropriate online behavior and reserves the right to deny or revoke registrations from vendors.

14. YYC October Hot Drinks Fest may include sponsorship support. Marketing materials for the event will be provided by the organizing entity, Unison for Generations 50+.

15. We ask that the provided marketing materials are placed on display in all participating vendor locations. In addition to adequate signage, vendors should ensure their staff know what YYC October Hot Drinks Fest is, how it works, and what the donation money will support. Through past events we have learned that the most successful vendors put up posters, present QR codes at tables, inform their staff about the event, and post about the event on their social media.

TERMS & CONDITIONS



16. The purpose of the YYC October Hot Drinks Fest is to raise awareness and funds for the services that Unison for Generations 50+ provides to the community. Therefore, the name and/or logo for Unison should be visible on all platforms by displaying marketing materials for the event and including in social media posts
17. Sponsors are unable to compete for an award; however, they are welcome to register and participate in Med Hat October Hot Drinks Fest.
18. AI-created images submitted for entries will be disqualified.
19. Registration fees are non-refundable unless a cancellation request is received **at least forty-five (45) days prior to the official event start date (Oct 1)**. By completing the vendor registration process, you acknowledge that you have **read, understood, and agreed to these Terms and Conditions**, including the refund policy outlined above.

VENDOR BEST PRACTICES



BUILD YOUR WINNING DRINK

- **Make it Delicious:** Taste comes first! Experiment, refine, and involve your team.
- **Make it Photogenic:** Use great lighting and styling photos; AI-generated images are not allowed.
- **Make it Memorable:** Unique names, flavors, and presentations will get your drink talked about and shared on social media.

PROMOTE YOUR DRINK

- Display festival posters and QR codes at your location.
- Share on social media (tag **@unisonatkerbycentre**)
- Encourage staff and customers to vote.
- Feature it on your website and local marketing channels.

People love supporting businesses that give back – your participation supports Unison’s mission to empower adults 50+!



VOTING



- Each vendor has a **unique QR code** linked to a Microsoft form for customer votes.
- Voting is also available on the festival's website.
- Votes determine winners for **Most Funds Raised, Best Spirited Hot Drink, and Best Hot Drink Creation.**
- Test your form before the festival to ensure smooth submission.



SOCIAL MEDIA & PROMOTION

- Tag us on social media: **#YYCOctoberHotDrinksFest**
- Instagram: **@unisonatkerbycentre**
- **Vendors can use Instagram's Collaborative Post** feature to reach a larger audience.
- Share photos, stories, and updates throughout the festival to engage your followers and customers.



LIMITS & LIABILITY



Assumption of Risks: Participation involves risks (hot drinks, food service, customer interactions). Participants voluntarily assume all risks.

Release & Waiver: Participants release and hold harmless Unison for Generations 50+ and its organizers from all claims arising from festival participation.

Indemnification: Participants agree to cover any claims, damages, or expenses resulting from their products, services, or actions.

Limitation of Liability: Unison's liability does not exceed the registration fee.

Responsibility: Vendors hold responsibility for safety, quality, compliance, and staffing.

Governing Law: Province of Alberta



How is this festival different from the YYC Hot Chocolate Festival?

- Celebrate **all hot drinks**, not just hot chocolate.
- Supports **Unison for Generations 50+** programs for older adults in Calgary and Medicine Hat.
- Engages the community with interactive voting via QR codes.

How are drinks judged?

- Based on **customer votes** and **fundraising impact**.
- Categories: Most Funds Raised, Best Spirited Hot Drink, Best Hot Drink Creation
- Winners receive a commemorative **plaque**, online recognition, and a year of bragging rights.

How to learn more:

- **Visit:** unisonalberta.com/hot-drinks-fest/calgary
- **Follow** our social media for updates and media coverage.

Other ways to participate:

- Host a media or promotional event.
- Plan a themed night or drink activation.
- Highlight Unison's mission to your customers.

AWARD CATEGORIES



CATEGORY	DESCRIPTION
Best Hot Drink Creation	Highest-rated overall hot beverage
Most Funds Raised	Highest fundraising contribution
Best Spirited Hot Drink	Top alcoholic or specialty creation

WINNERS RECEIVE:

- Custom **plaque** to display in-store.
- Online recognition (website & social media).
- Year-long bragging rights.



CONTACT INFORMATION



Event Coordinator (main contact) for YYC:

Email – glashad@unisonalberta.com

Phone – 403-874-0171

Sponsorships:

Andres – andresg@unisonalberta.com

Business Hours: 8:30 am – 4:30 pm

Phone: 403-705-3235

Social Media:

- Instagram & Facebook: [@unisonatkerbycentre](https://www.instagram.com/unisonatkerbycentre)
- Hashtag: [#YYCOctoberHotDrinksFest](https://www.instagram.com/explore/tags/YYCOctoberHotDrinksFest)

We're always open to creative partnerships and community-driven ideas!

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VENDOR REGISTRATION FORM – 2026



Presented by Unison for Generations 50+

SPONSORSHIP OPPORTUNITIES

- Platinum Sponsor (1 Available) – \$5,000
- Gold Sponsor (5 Available) – \$3,000
- Silver Sponsor (3 Available) – \$2,000
- Friend Sponsor (5 Available) – \$1,000

PARTICIPATION TYPE (SELECT ONE)

Vendor (\$45 Registration Fee)

Sponsor (Select tier above)

COMPANY INFORMATION

Company name:

Address:

Contact name:

Email (required):

City/PC:

Phone Number:

PAYMENT INFORMATION

Invoice

Credit Card:

Visa/MC:

Exp:

CSV

Name on card:

Signature:

Invoice required: Yes No

AGREEMENT:

By signing below, I confirm that I understand the event timelines, read the terms and conditions and agree to participate in the YYC October Hot Drinks Fest.

Signature:

Date:

SUBMISSION INFORMATION:

Please submit your completed registration form to:

Glasha Dunlop Glashad@UnisonAlberta.com