

Nova Scotia Lobster Crawl

February 2022

Request for (Event) Partners



Issued: November 16 , 2021
RFP Deadline: November 29, 2021

Introduction

The Nova Scotia Lobster Crawl is central to the South Shore Tourism Cooperative's effort to reposition and reframe the region as a winter destination - vibrant, exciting and energetic, OPEN for business!

Taking place in February, along the Nova Scotia's South Shore from Barrington – the Lobster Capital of Canada - to Peggy's Cove and all ports in between, the Nova Scotia Lobster Crawl is a month-long curated program of diverse culinary, music, and cultural events offered by our members, their partners and community, taking place during the regions lobster season.

Developed on a scale that puts Nova Scotia on a world-class stage in February, our efforts and energies are set on attracting visitors from Nova Scotia and Atlantic Canada, with a focus on attracting attention and guests from well beyond these borders. These efforts will support and strengthen season extension and year-round sustainability for all involved and associated with tourism and hospitality businesses in Nova Scotia.

Since 2018, the Festival has grown from 60 events over one weekend to more than 150 throughout the month of February. Events and experiences are curated and presented proudly by member businesses, organizations and their partners. Prior to pressing pause on the Lobster Crawl in 2021 due to COVID-19 factors, the February 2020 edition was considered a season-extension game changer as it provided businesses with a spike in customers – as they participated in and supported events along the South Shore, during a period not typically 'busy'.

Clusters of events help guide Lobster-Crawlers, with offerings under the following categories:

- Lobster Rolls
- Sip & Savour Culinary events
- Lobster Tours & Experiences
- Overnight Packages & Getaways
- Arts, Culture & Live Performances
- Outdoor & Sporting Events

With safe and responsible approaches, we're looking to February 2022 to build on the foundation of increased business volumes, staffing hours (sustaining employees) and positive feedback. In anticipation of healthy appetites for travel and unique experiences, South Shore Tourism Cooperative and its members are ready to warming up to winter and host Nova Scotia Lobster Crawl in February 2022 with an even greater appetite for supporting local, small businesses, by motivating and inspiring travel to and within the South Shore and Nova Scotia, delivering an exceptional collection of experiences for all involved.

Request for (Event) Partnerships

With the call issued to businesses and organizations to create and offer events and packages for February 2022 underway, we have a number of anchor Signature Events that South Shore Tourism Cooperative wants to curate and leverage to take the Nova Scotia Lobster Crawl to the next level. To assist us in doing this, we are issuing this RFP, a Request for (Event) Partnerships.

There are four key events that we would like to collaborate on with a partner. In each of these cases, we will be exploring and seeking an opportunity to generate revenue from/at these events that contribute to the operating and marketing expenses of Nova Scotia Lobster Crawl.

- 1) Nova Scotia Lobster Roll Off: Feb 6/22**
- 2) South Shore Makers Showcase: a Saturday and/or Sunday in February (flexible dates and name)**
- 3) Nova Scotia Lobster Boil: a Friday or Saturday in February (flexible dates)**
- 4) Tail-end Wrap-Up Party: Friday or Saturday within the final weekend in February**

We are interested in learning about other unique partnerships that you may have in mind, particularly around but not limited to:

- ***Pop Up Food Truck Rally & Lobster Crawl related Merchandising***
- ***Sea Shanty Music Fest***
- ***Lobster Roll-off Summer Edition, during Shelburne County Lobster Festival***

As you review the requirements of each these events, the following will remain consistent throughout:

a) Marketing and Promotion

Nova Scotia Lobster Crawl will take the lead on marketing this event, as the partnering host/venue, we will work collaboratively to leverage and cross promote the event using the materials and items provided and leveraged within NovaScotiaLobsterCrawl.ca and related initiatives. Similarly, the Host Partner will incorporate the event within their promotional channels and embrace it as one of their own, pointing links to the ticketing and registration as provided. Additionally, the participating businesses and organizations in each of these events will be incorporating the event into their marketing and communications, amplifying exposure and awareness.

The partnering venue is invited to outline and identify promotional efforts they will undertake to assist in the successful promotion of the event within their expression of interest in hosting this event.

b) Successful Hosting Responsibilities & Sponsorship

Nova Scotia Lobster Crawl will be securing and working with sponsors from a variety of aspects to support and assist in the success of this Festival, and these signature events.

As a partner, you will be acknowledged and receive title sponsorship recognition and rites associated with this event. Our goal is to ensure the success of the event, optimizing attendance and experience – not only for our events, but your business as well.

Overall considerations/requirements:

- Venue offered complimentary is considered sponsorship, and will be acknowledged as such in all marketing and communication associated with this event. Logo, website and links to the event will be included.
- Ticketing and fees associated with these specific events will be coordinated, collected and retained by South Shore Tourism Cooperative, unless otherwise determined.
- Space allocation will include Nova Scotia Lobster Crawl merchandising which will be managed by the Festival.
- A percentage of cash bar sales (if applicable) will be negotiated and paid to Nova Scotia Lobster Crawl.
- Venue will provide items listed/associated with the events as described, unless otherwise agreed to.
- Partner will maintain and extend applicable licencing and insurance to South Shore Tourism for the events.
- Venue will appoint a representative to be the point of contact for Nova Scotia Lobster Crawl to work with and oversee the set-up, hosting and clean-up of the event.
- While not required, ideally the hosting venue will work with Nova Scotia Lobster Crawl to create and offer overnight packages (onsite or in affiliation with another) and integrate an itinerary of experiences that can round out the package. Packages will be listed on novascotialobstercrawl.ca, NovaScotia.com and within the accommodation partners website.
- If Food and Beverage options and menus will complement the event and guest experience, we would look to our host partner to create and provide these as part of the program.
- In reference to overnight packages and meals sold, we would welcome the opportunity to discuss and secure a per room or per person percentage or flat rate be collected and contributed to South Shore Tourism as a revenue channel to support the organization and operation of the Nova Scotia Lobster Crawl.
- It is anticipated that we will be hosting media as part of the celebration of the event, generating awareness and building momentum for the Festival overall. As Host Partner, we would request collaboration in waiving fees or associated costs that may be incurred and associated with these visits. I.e. Overnight accommodations, meals, etc. These will be discussed and agreed to in advance.
- Successful Host, pending evaluation of the event, will be given first right of refusal for the next year.

Signature Events

1) Nova Scotia Lobster Roll-Off: Sunday February 6, 2022
1pm – 3:30pm (flexible)

Building on the success of the 2018 – 2020 Lobster Roll-Off, we are looking for a partner to assist us in taking the event to the next level becoming a more engaging and entertaining ‘tasting’, ticketed event as a signature and integral event within the Nova Scotia Lobster Crawl.

In the past, this event had been developed and staged at White Point Beach Resort and while open to the public, it was a passive event for the public – watching and with mouths watering – they observed

and listened to the evaluations by guest media who served as the 'judges' for the Roll-Off. Each Chef or representative from the participating restaurant offered their unique twist on the Lobster Roll, which was also offered on their menu. 1st, 2nd and 3rd place winners were declared garnering accolades and presented with the official Best Lobster Roll plaque to be displayed proudly at their restaurant. The 'People's Choice' award was also presented based on the participating public in attendance who by way of 'visual' inspection offered their choice. At the end of the event, the samples that had been presented were portioned off, enabling the public to

Venue Requirements/Capacity (meeting applicable Public Health guidelines)

- 75-100 guests who will mix/mingle, meet Chef's and representatives from various restaurants from across the South Shore AND enjoy eating 'sample' sizes of lobster rolls.
- Welcome 12-15 Lobster Roll-Off Restaurant Participants providing them with:
 - o 12 -15 table/serving stations with power
 - o serving plates
 - o access to a kitchen for water and support as necessary
 - o 12 – 15 draped, 8ft tables
 - o Access to electrical as needed
- Podium/stage area
- PA System
- Support staff/volunteers on day of event
- Basic setup of the facility/event space being accessible by 9am on the day of the event
- May include a sampling or Cash Bar to be provided with NS wines, beer, spirits
- Assistance with background music/live entertainment
- Venue to be brandable by Nova Scotia Lobster Crawl
- This is a ticketed event, sales via NSLC or in partnership with the hosting partner.
- Garbage removal / Tear down / Clean up
- Entrance/Admissions Gate to be staffed by Nova Scotia Lobster Crawl
- Extension of required licencing to support food and possible beverage exhibitors with tastings.

Guests of the event will:

- Meander, mix and mingle (meeting COVID-19 requirements) to enjoy 'sample' sizes of the Lobster Rolls presented from each of the participating Restaurants.
- Guests will be provided with a limited number of tickets in exchange for the sample of the restaurant's Lobster Roll.
- Guests will be given 3 'claws' for casting their votes for Best Lobster Roll for the 'Peoples' Choice for Best Lobster Roll
- A panel of Travel Media Judges will be in attendance to serve as the official judges for the event – determining who will take home the coveted BEST LOBSTER ROLL

It is expected that Media will attend the event, along with a panel of Travel Media serving as judges will be in attendance as part of a Media Tour. These 'Judges' will participate in an official tasting exercise which will result in one Restaurant/Chef being declared the winner and showcased within promotional materials.

It is expected that Nova Scotia Lobster Crawl will:

- Coordinate all aspects of the Roll Off registered participating
- NSCC Lunenburg Culinary Students may be engaged to assist in hosting this event
- Maintain ongoing communication and collaboration with the successful venue host.

**2) South Shore Markers Showcase: Saturday and/or Sunday within February
1 or 2 day pop up event, Hours: TBC**

Artisans, makers and creators in all mediums have been, and continue to be, an important and key expression of our sense of place, pride and culture. Curating and hosting an event dedicated to showcasing and celebrating the talents within our region has been a priority of South Shore Tourism Cooperative, and within the organization of Nova Scotia Lobster Crawl. The South Shore Makers Showcase will be curated to bring South Shore based creators and makers, who reflect, celebrate and incorporate the seafaring culture and heritage of the South Shore. This show will give the public an opportunity to meet, mingle among and support this important sector of our community.

Venue Requirements/Capacity (meeting applicable Public Health Guidelines)

- Able to accommodate 25-40 artists, creators and makers from the South Shore to set up/exhibit in a 10 x 8/10 x 10 foot display/booth space
- Accessible wi-fi is an asset for the exhibitors
- Access to electrical for exhibitors
- Provision of at least one draped 6-8ft table for display purposes and one chair per exhibitor
- Ability to welcome the general public to attend

**3) Nova Scotia Lobster Boil, Friday or Saturday in February (once or a series of dates)
Late Afternoon/Evening Experience with live entertainment/experiences
Indoor and/or Outdoor elements encouraged, as is a unique location that embraces the
seaside/lobster fishing experience.**

We are looking for a partner that can assist in co-hosting/staging a traditional, memorable Nova Scotia Lobster Boil Dining experience within February. The 'Home' of the Lobster Boils would be billed as a 'don't miss' event. It's lobster season, and while we have a number of lobster-infused events and offerings, this one is where you really sink your claws into it.

Blending a collection of experiences, starting with a Lobster 101 class – how to get every last bit of meat from your lobster, along with a trivia and "Did you Knows", with Sea Shanties and music to set the mood, bibbed and tools in hand, we'll be diving in and savouring a Lobster Dinner to remember.

Venue Requirements/Consideration (meeting applicable Public Health guidelines)

- Ability to accommodate/provide cooking/serving freshly steamed Lobster Dinner for up to 100 people. This can be done in a single seating or as a group function.
- Blending of indoor/outdoor event space to expand on embracing winter experience, perhaps 'seeing' the lobster being steamed.
- Negotiation of per person pricing and inclusions for the Lobster Dinner, acknowledging that we may have a preferred supplier/sponsor of the Lobster itself and other components of the experience.
- Food & Beverage services to support hosting the set up and staging of the event
- PA System to support communication and basic live entertainment
- Provision of culinary team support to stage/host the event
- Assistance in décor support and entertainment welcomed.

This event would be co-hosted and co-branded by the host partner and the Lobster Crawl.

4) Tail-end Party

Tentative Date: Final weekend in February, Friday or Saturday

Time: Evening TBC

In 2020, this inaugural event was hosted successfully at the Lunenburg Academy presented in partnership with support from Sysco and friends. Again this year, the event will include tasting stations, passed hors d'oeuvres, décor and music – could lead to a dance, or lounge area with live entertainment to extend the evening experience.

Note: Created originally to honour Nova Scotia Lobster Day, given the current (at the time of this report) climate and unresolved Federal Government clarity around Indigenous Fishery season, it is anticipated that an official declaration by the Government of Nova Scotia will not be sought, nor secured in 2022.

Venues Requirements/Capacity (respecting applicable Public Health guidelines)

- Ability to accommodate 100 – 130 guests
- Set up for food stations, exhibitors, etc
- Support/access to facilities for food preparation/serving/serving of food and beverage
- Onsite PA and AV services/systems
- Supporting décor

Request for (Event) Partner Proposals

Deadline: 12noon, November 29, 2021

Partner Selection: Successful partners will be notified not later than Dec. 10/21.

Your submissions should include, but limited to:

- an overview of your business/organization;
- identification of the point person and their contact information for the event;
- indication of which event(s) you are interested in hosting;if not already specified;
- indication of dates preferred to host the event,
- detailed description of how you can/will meet the requirements of the event as outlined;
- inclusion of additional information that enhances the event, demonstrating your capacity to deliver a successful event;
- identify any 'value adds' that you will bring to the partnership.

Submissions along with Questions/Clarifications can be addressed to:

Stephanie Miller Vincent, South Shore Tourism Coordinator

Attn: Nova Scotia Lobster Crawl RFP

southshoretourism@gmail.com

Evaluation

- Submissions from South Shore Tourism Cooperative Members will be reviewed and evaluated prior to those who are not members;
- Each submission will be assessed and reviewed by SSTC, with partners selected on their ability to deliver on the event as outlined, or enhanced;
- SSTC may reach out to submission partners for clarification during the review process.