

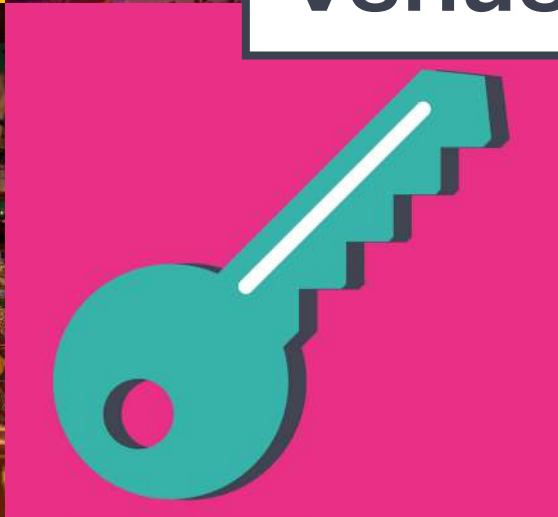


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E	A	T	May 6-29	
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Venue Info Pack



STAY  
STAY  
STAY

# We're all in this together

Hospitality New Zealand is bringing  
back **Eat Drink Play** next Year  
...and it's going to be bigger  
and better than ever

Off the back of last year's success.  
We are extending the festival across  
the month of **May 6 - 29** to create  
more business for our venues.





**Eat Drink Play** is a vibrant hospitality festival to celebrate all things "*Wellington*".

From our local as craft beers and wine; to our *bustling* restaurants and bars and amazingly talented local performers.

A photograph of two people, likely chefs or food handlers, holding up large, cooked crayfish. The image is overlaid with a teal gradient. The text 'This year's theme...' is positioned above the large yellow text 'FREE RANGE'.

This year's theme...

**FREE  
RANGE**

We are dialling up the buzz with this festival by the industry for the industry

You just have to put on Eat Drink and Play offers and we're theming it up

You have free range to do what you want.

*Have fun ...get creative ...  
innovate ...do something a  
little different ...*

# Benefits of Participating



- Increased exposure and access to new audiences.
- Access to new revenue growth opportunities.
- Connection with our fabulous culture-making, risk-taking, world-shaking Welly artists
- Appear on our Festival website
- Inclusion in full marketing campaign including – major radio, press and digital marketing campaign that will drive new business to your venue.



## How to Participate

We have made it simple.

1. Create a dish that hero's and shows us your business ("**EAT**").
2. Match it with a local bevvy ("**DRINK**").
3. Give us a price for the offer.
4. Put on at least one entertainment performance at your venue ("**PLAY**").

Accommodation venues can provide us with an offer such as an exciting weekend package to help fill up your rooms ("**STAY**").

# What information do we need from you?

1. We need the name of your Eat, Drink, Play or Stay Offer – make it catchy, *be creative*.
2. We need to know how much this will cost?
3. A description on your Eat, Drink, Play or Stay Offer – no more than **350** words.
4. A photo that best represents your Eat, Drink, Play or Stay Offer in high resolution JPG format preferably **350** high x **450** wide.



A photograph of a city skyline across a body of water, with a concrete pier in the foreground. The sky is blue with scattered white clouds. The text is overlaid on the upper half of the image.

Let's think local

*We're all in this together*





# EAT

Include local produce  
from the Welly region



# DRINK

Include local Welly craft beers,  
regional wines: Wairarapa,  
Marlborough and Nelson are also  
cool. Wellingtonian spirit distillers,  
delicious cocktails, ciders,  
non-alcoholic drinks  
*It all works.*



# PLAY

*Be playful, showcase your venue with*  
Live Music, Solo Artists, Circus, Bands, Jazz,  
Paint & Wine, Blues, Classical Music, Opera,  
Rock, Tribute bands, Culinary Theatre,  
Indie Rock, Board games, Dance, Cabaret,  
Drag, Pub sing, Comedy, Poetry  
Slam, Themed Quiz, DJs, Buskers,  
Master Class, Puppets, Mime, Theatre.

# Ticketed Event

*In respect of all ticketed events:*

- Eventfinda will be our official festival ticketing partner;
- We will set up permission and provide instructions for the Venue to set up advance ticket sales on Eventfinda ticketing platform;
- We will need to approve all ticketed events;
- We require 2 tickets for every event to be set aside to allow the Festival to distribute complimentary tickets to media, staff, sponsors or other Festival supporters;



Accommodation can collaborate with other venues to create a package: Family getaways, romantic interludes; a Mother's Day mystery weekend, dinner and show, foodie foraging escapes - these are just a few ideas for you to think about.

Be wild and give us the best your venue has to offer.

Once we receive your completed registration form, we will then list your offers on the Festival Website.

STAY





# How much does it cost?

The cost for a venue to be involved with the Festival is \$200.00.\*

If you are a member of Hospitality New Zealand or register the cost is \$150.00.\*

\*Fees exclude GST and credit card charges.



## Key Dates

### November 23

Venue Registrations Open  
Once you're ready to register as a Festival venue you'll need to complete our registration form by clicking on the link below

### March 14

Venue Registrations Close  
Venues that register by this date will be guaranteed to be listed on the Festival Website by the Festival Launch

### April 1

Festival Launch

### May 6–29

Eat Drink Play Festival

20  
22

# Still Got Questions?

For more info and to register go to:  
[www.eatdrinkplay.co.nz](http://www.eatdrinkplay.co.nz)

Or contact our event organisers at:  
[edps@hospitality.org.nz](mailto:edps@hospitality.org.nz)

Register Here

AY  
AY  
STAY