

ASIALICIOUS™ TO 2021

Organizer



Supported by



Application Form

About AsialiciousTO

AsialiciousTO is organized by the Federation of Asian Canadians Toronto (FACT), a registered non-profit organization. Since 2020, this event has become an annual celebration of Asian food culture in the City of Toronto. Similar to Summerlicious and Winterlicious, patrons can sample hundreds of Toronto's Asian signature and fusion cuisines for two weeks in July at participating venues with promotional deals on food and beverages.

To encourage more venues to participate for patrons to discover, we have the support from the City of Toronto and are inviting sponsors to contribute to the success of this marvelous event, so that we can waive the sign-up fees for the venues to participate.

Our mission is to help support local businesses by engaging the community to enjoy Asian food culture safely by delivery, take-out, or in a safe dining environment.

Activities

During AsialiciousTO, 200+ food venues in the City of Toronto are anticipated. Each venue will provide pre-set promotional menu items for \$10, \$20 or \$30 (pre-tax).

Application

- Before completing application, please review the guidelines and obligations
- Complete the form — TYPE or PRINT clearly. Save the form and keep a copy for your records
- Submit application for approval to the AsialiciousTO 2021 Via :
 - Email with Subject : Your restaurant's Name - AsialiciousTO application to FACT at : app@asialiciousTO.com
 - For enquiry, please contact [Emily at 647-542-6901](tel:647-542-6901)

Application Deadline: July 11, 2021

Eligibility Criteria

- Be a restaurant, café, bakery, food stall, food truck, fast food venue
- Located in the City of Toronto
- Possess a current Dine Safe "green pass" issued by Toronto Public Health
- Complete AsialiciousTO application form

PARTICIPATION FEES (Venue Partners)

~~\$600~~

Small Venues, food stall, bakery, food truck, fast food venue (small category with 12 seats or less)

~~\$900~~

Medium Venues, restaurants, cafe, fast food venue (medium size venue category with more than 12 seats)

~~\$1200~~

Groceries, hotels with restaurants, or food outlets (large size venue category)

*** 2021 fees waived due to Covid-19**

FOOD ESTABLISHMENT INFORMATION

Business Legal Name

Company Address*

Postal Code

Company Phone No.

Website

Number of Participating Locations

* Please enter your business's registration addresss only; for businesses with multiple participating locations, please use the Participating Locations Form at the end of this application to submit all the information for different addresses.

PRIMARY CONTACT

Name

Language

English

Cantonese

Mandarin

Phone

Email

COVID-19 COMPLIANCE

Please refer to guidelines from the City of Toronto Public Health Department
www.toronto.ca/COVID19

I hereby acknowledge that I have read and will comply with:

- City of Toronto COVID-19 Guidance for Food Premises
(www.toronto.ca/home/covid-19/covid-19-reopening-recovery-rebuild/covid-19-reopening-guidelines-for-businesses-organizations/covid-19-guidance-food-premises/)
- Requirements under the Occupational Health and Safety Act and with associated regulations and public health directives issued by the Chief Medical Officer of Health to help stop the spread of COVID-19
(www.ontario.ca/page/restaurant-and-food-services-health-and-safety-during-covid-19)

Pricing

Demonstrate the price of at least 1 set menu items, at \$10, \$20, and/or \$30, from the restaurant's regular menu that meets the minimum requirements of 20% off of the regular menu prices

- Example Set Menu items A: **\$10** for 3 dim sum dishes or 2 drinks/ bubble teas
- Example Set Menu items B: **\$20** lunch for 2
- Example Set Menu items C: **\$30** for 2 appetizers and 1 main dish

Submit PDF scans of your restaurant menu(s) with your application.

Restaurant Details

Neighbourhood

Downtown Toronto	Chinatown	North York	Scarborough	Midtown
Etobicoke	East York	Other:		

Cuisine

Asian Fusion	Chinese	Filipino	Indian
Japanese	Korean	Thai	Vietnamese
Other:			

KOLs / Influencers Marketing

For marketing purposes, we will be inviting KOLs / influencers to visit participating venues for tasting and sharing their reviews and experiences on social media. The venues will be chosen by the KOLs / influencers and it is not guaranteed that all participating venues will be visited. If a venue is chosen, it needs to offer AsialiciousTO Menu items to the KOL / influencers free of charge.

I agree to offer AsialiciousTO Menu items to the KOL / influencers free of charge for tasting and sharing their reviews and experiences on social media

Advertisement Opportunity

For only \$500, participating venues have the opportunity to promote their business through a half-page advertisement in the event guidebook and special feature banner on the event website. Over 28,000 users visited the event website in 2020, and there will be over 1,000 guidebooks to be distributed in 2021.

I wish to promote my business in the event guidebook and website. And I understand that FACT/AsialiciousTO has full discretion to the placements and/or timings of the of the advertisements and must approve such artwork.

Terms and Conditions

I agree to abide by the rules and regulations set forth by FACT and AsialiciousTO

I agree to display AsialiciousTO Promotional items and AsialiciousTO Guide.

I agree to offer AsialiciousTO Promotion Menu for Dine-in, Take Out or Delivery.

I authorize and give consent to AsialiciousTO to use provided logos and materials for any marketing or promotion in relation to the AsialiciousTO event.

I understand that the event dates may change due to Federal, Provincial and Municipal and Toronto Public Health restrictions.

I understand that this application is subject to review by FACT and AsialiciousTO and may be declined.

I would like to receive updates about promotions, special offers, news & event from AsialiciousTO (Optional)

Authorized Signature

Name in Print

Date

Material Checklist: Please submit the following before July 21, 2021

Complete, fully and accurately, all sections of this Application form

Include restaurant's \$10, \$20, and/or \$30 Set Menu(s)

Provide Logo and contact information

Provide Photos (Food and Restaurant)

FOR OFFICE USE ONLY

Agent

Reference #

ASIALICIOUS™ TO 2021

Venue Information Form

Brand/Business Name:

Number of Participating Venues

Venue Location No.

Venue Address*

Postal Code

Store Contact Person

Store Phone No.

Venue Location No.

Venue Address*

Postal Code

Store Contact Person

Store Phone No.

Venue Location No.

Venue Address*

Postal Code

Store Contact Person

Store Phone No.

To add more locations, duplicate and fill this page as many as needed.