



# 2020 OYSTER WEEK IN OYSTER BAY



## MEMO/APPLICATION

### NEW FOR 2020!

Date: September 4, 2020  
To: Oyster Bay-East Norwich Merchants and Nonprofit Groups  
From: Oyster Bay Charitable Fund (DBA The Oyster Festival)  
RE: **Oyster Week in Oyster Bay**  
**Friday, October 16<sup>th</sup> through Sunday, October 25<sup>th</sup>**

As an Oyster Bay-East Norwich based merchant or nonprofit you are invited to participate an exciting new program in the Oyster Festival.

*The pandemic has limited our options but not our focus serving the nonprofits and businesses in Oyster Bay-East Norwich.*

Our concept this year is Oyster Week. A celebration of oysters, food and Oyster Bay-East Norwich.

#### **A Virtual Festival**

Instead of the food court and arts and crafts tents, we have developed a virtual weeklong festival. The goal is promote commerce in the Hamlet while continuing our mission of creating fund raising opportunities for our nonprofits.

- **Who can participate**

All merchants (particularly restaurants and retailers) in Oyster Bay-East Norwich in partnership with an Oyster Bay-East Norwich based nonprofit are qualified to participate based on our guidelines.

- **How to participate**

Merchants will be required to partner with a local Oyster Bay-East Norwich charity in order to participate...there will be no guidelines on your financial arrangement. You will be required to submit an application (attached).

- **Cost**

- **Oyster Bay- East Norwich Chamber of Commerce or Rotary Club of Oyster Bay members**  
**No charge.** We would appreciate a voluntary donation to the Oyster Bay Charitable Fund if the week is successful, but there is NO expectation.
- **Others** - Those who aren't members will be charged \$500 for restaurants/food establishments and \$300 for general retail or service businesses.

- **What you'll get**

- **Presence on Oyster Festival website** - we will develop a landing page on the Festival site and the participants will create their own event page which we will link to
- **Access to Festival social media**



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- **Participation in the Oyster Festival media program** - We have been getting tremendous promotional support from the media. **Connoisseur Media** has offered 600 thirty second promos over 5 weeks to the overall "Festival". They are also providing digital display banners on all 5 radio station websites for 4 weeks (9/28-10/25) throughout the website. *For our Oyster Week in Oyster Bay*, we are also getting a minimum of 25 promos per station promoting the restaurants and a chance to buy discounted coupons. *We hope to announce further promotion through other outlets soon!!!!*
- **Your role**
  - **Oyster Bay-East Norwich merchants create a partnership with a recognized Oyster Bay-East Norwich nonprofit and submit a joint application.** The arrangement is solely between the merchant and the nonprofit. The application will memorialize the existence of an arrangement and identification of the affiliation. The Festival will need to approve that the partnership entities. You will also need to provide us with standard insurance and indemnity.
  - **Develop a program –**
    - We suggest you have your own kick off Friday evening in partnership with your charity (the festival will have the overall kick off with a virtual ceremony)
    - Create a special offer for the week, including Oyster Festival specific offerings. For example, feature an oyster dish and create a price fix meal...." to go" boxes recommended...curbside service strongly recommended
    - Feature items showing Oyster Bay-East Norwich heritage or positive lifestyle
  - **Create your own event web page –** we will link from our website to yours. If you have specific events, such as a promotional night, music or otherwise, we can also post to Festival page.
- **We still have a few rules**
  - **No sub-sponsorships** - Participants are NOT permitted to bring in non-festival sponsors to their locations, nor are they allowed to sublet their space or store front without the consent of the Festival.
  - **Must be Sanctioned Participant**
- **Your Application**

Your application must include your participation fee (if applicable), payable by Certified Check or Money Order only. **APPLICATIONS ARE DUE BY SEPTEMBER 20<sup>TH</sup>**. Please make checks payable to the Oyster Bay Charitable Fund, PO Box 132, Oyster Bay, New York 11771. The Festival is rain or shine and all payments are non-refundable. However, if your application is not accepted, full refund will be issued. An email will be sent to you stating if you have been approved or rejected for participation. If you have any questions, please contact [info@theoysterfestival.org](mailto:info@theoysterfestival.org).

Please provide an additional insured certificate listing the Oyster Bay Charitable Fund – DBA The Oyster Festival and the Rotary Club of Oyster Bay as an additional insured on your policy – Address is PO Box 132, Oyster Bay, NY 11771.



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# PARTICIPANT PARTNERSHIP APPLICATION

SUBMIT BY SEPTEMBER 20TH

MUST BE OYSTER BAY-EAST NORWICH BASED

### PART ONE – MERCHANT PARTICIPANT

Business Name:

Business Type:

Contact/Title:

Address:

Phone:

E-mail:

Website:

Fee:

- Chamber or Rotary Member **NO CHARGE**
- Non Member - Restaurant \$500
- Non Member – General Business \$300

### PART TWO – NONPROFIT PARTICIPANT

Entity Name:

Entity Type:

Contact/Title:

Address:

Phone:

E-mail:

Website:

### PART THREE - INDEMNITY AND GENERAL

To the fullest extent permitted by law, Participants will indemnify and hold harmless The Oyster Bay Charitable Fund and the Rotary Club of Oyster Bay and all officers, directors, partners, representatives, agents and employees from and against any and all claims, suits, liens, judgments, damages, losses and expenses, including legal fees and all court cost and liability arising in any manner from injury and/or death of person or damage to or loss of any property.

Participants authorize the Oyster Bay Charitable Fund to use their logo. Participants agree to supply the Oyster Bay Charitable Fund with a high-resolution copy of their logo.



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### PART FOUR- ACKNOWLEDGEMENT

We, the undersigned, request to participate in this Oyster Festival program and agree to comply with guidelines established the Oyster Bay Charitable Fund and any governing authority. We certify that we have established an arrangement whereby the Merchant Partner has agreed to share a portion of its proceeds from its participation in the program to the Nonprofit Partner.

#### For Merchant

#### For Nonprofit

Signature  
Name and Title

Signature  
Name and Title

### PART FIVE – ADMINISTRATIVE – FOR OYSTER BAY CHARITABLE FUND USE ONLY

Application Status

- Approved
- Disapproved

#### For The Oyster Bay Charitable Fund

Signature  
Name and Title

Date

***Note – due to the pandemic and other factors, aspects of this program may change***