



# Food and Alcohol Vendors' Package 2024



Photos: Ashley Fraser, Ottawa Citizen

## WHAT IS SWIRL AND TWIRL?

- a social fundraising evening for queer non-profit charities in the National Capital Region featuring:
  - wine-, beer- and food-tasting
  - entertainment
  - a silent auction, and more
- a long-standing and respected event, typically held in late May, since 2003, from 7–10pm
- event that caters to LGBT2Q+ people, who spend and travel more than the average population

## SWIRL AND TWIRL BY THE NUMBERS

- \$2,000–8,000: Typical amount raised per beneficiary per event (Total '17: \$18K; '18: \$20K; '19: \$23K)
- \$145,000: Amount raised for charity in the event's 15-year history (Over 1/2 of total in last five years)
- 650–725: Average attendance (sold out crowd each year from 2016–2019)
- \$0: Fee to participate in Swirl and Twirl as a supplier of food or alcohol

## WHAT YOU SUPPLY

### FOOD SUPPLIER

- Min. 400-600 total pieces of food (food vendors frequently run out quickly)
- Serving utensils, warming trays, etc.
- Promotional materials, such as banners, cards, flyers
- Prize donation for our silent auction (optional)
- Max. 4 staff people for serving

### ALCOHOL SUPPLIER

- Min. 18-24 bottles of each wine served, OR
- Min. 1-2 cases of each beer/cooler served (*or equiv.*)
- Corkscrews/bottle openers
- Promotional materials, such as banners, cards, flyers
- Prize donation for our silent auction (optional)
- Max. 2 staff people for serving

## WHAT WE SUPPLY

- 6' table, with table linen and plastic bin to chill wine/alcohol, with ice
- Special Occasion Permit (SOP). Note all alcohol must be purchased under this number, provided later
- Volunteers staffed at your table to help serve food/alcohol and collect tasting tickets, *if requested*
- Basic hand-washing station for food vendors (limited quantity available)

## HOW WE ADVERTISE

- Official Web site: [swirlandtwirl.ca](http://swirlandtwirl.ca)
- Facebook page: [facebook.com/SwirlAndTwirl613](https://facebook.com/SwirlAndTwirl613)
- Instagram page: [instagram.com/SwirlAndTwirl613](https://instagram.com/SwirlAndTwirl613)
- Benefiting charities' Web sites, newsletters, listservs, social media, calendar of events, etc.
- Media release to local (print, radio/tv, and online blog/social media) new sources, such as Ottawa Citizen, CBC Radio, Xtra Magazine, CJOH TV, Apt 613, Ottawa Queer Events, etc.

## IMPORTANT DATES AND DEADLINES

Confirming participation as a food/alcohol vendor: Friday, April 12, 2024 (*for guaranteed logo/name placement*)  
In-kind/Silent Auction items required by: Friday, May 10, 2024. *Any certificate should be valid until at least Dec 31, 2024*  
Swirl and Twirl to be held: Thursday, May 16, 2024

## CONTACT INFORMATION

Glenn Crawford, Chair  
[info@swirlandtwirl.ca](mailto:info@swirlandtwirl.ca) · 613.263.9189