

#trEATS

TOOWOOMBA
CARNIVAL
of FLOWERS

APPLICATION FORM

The Toowoomba Region is overflowing with fantastic foodie moments – our cafes, pubs, cocktail bars and everything in between serve up mouth-watering meals and breathtaking beverages on the regular. We know it, you know it....and it's time everyone else knew it too!

Join our foodie trail this September showcasing spectacular specials available exclusively during Toowoomba Carnival of Flowers. We'll advertise your special on our website, social media and information kiosks throughout Carnival, plus provide some marketing materials for you to use too.

The kicker - all you need to do is create a new Springtime special for your menu, priced between \$10-\$20, which will be available for the month of September. Your #trEATS item must be fresh, exciting and new; it can be a breakfast, lunch, dinner or dessert, a sweet or savoury platter – whatever best

showcases your business in a celebration of Spring!

Your item must be a complete meal, platter, combo or similar; businesses with specialised menus (i.e. cocktail bars, dessert bars) may apply in exception to the 'complete meal' rule. As always, we encourage you to feature delicious local produce wherever possible (we're all for sharing the love).



THE ONLY GUIDELINES ARE THAT YOUR SPECIAL MUST BE:

- NEW - brand spanking and not available on your existing menu
- EXCLUSIVE - only be available during the campaign period (1-30 September 2022)
- FRESH - made in-house at your business
- Sold for \$10 - \$20 (must be whole dollars - i.e. \$14, not \$13.50)
- A complete meal, platter or similar (exceptions apply to limited menu businesses i.e. cocktail bars, dessert bars).

ELIGIBLE BUSINESSES MUST MEET THE FOLLOWING CRITERIA:

- Be an existing, locally owned business
- Have a shopfront in the Toowoomba Regional Council area
- Open for a minimum of four days a week
- Sell the special from 1-30 September 2022.

If you're interested in participating in the #trEATS campaign, please submit the attached application form and an original photo of your #trEATS item by **5pm on 30 June 2022.**

For further information, you're welcome to contact the Toowoomba Carnival of Flowers team on:

Phone: 07 4688 6661 or Email: info@tcof.com.au

APPLICATION: #trEATS CAMPAIGN



APPLICANT DETAILS

Business name:
Trading name:
Contact person:
Street address:
Email:
Phone:
Opening days/times:

#trEATS ITEM

Provide a brief description of your signature **#trEATS** item:

PRICE

Provide the price for your item. Must be between \$10 - \$20 (**whole dollars**)

WEBSITE/SOCIAL MEDIA LINK

Provide a link for us to include on the **#trEATS** page on the Toowoomba Carnival of Flowers website.
(Your website, Facebook or Instagram)

Provide ONE only:

Dairy free Gluten free Halal
Vegan Vegetarian

DECLARATION

By submitting this application, I confirm that this business meets the following criteria:

- Existing business
- Locally owned
- Has a shopfront in the Toowoomba Regional Council area
- Open for a minimum of four days a week

Further, I confirm that our **#trEATS** item will be:

- A new item, not currently or previously available from the business
- A complete meal, platter or similar
- Sold for a purchase price of \$10 - \$20 (must be whole dollars – i.e. \$14, not \$13.50)
- Available for purchase exclusively during the campaign period, being 1-30 September 2022.

Applicant name:

Date:

I have included an **original photo** of my **#trEATS** item with this application, based on the guidelines over page. I acknowledge that this photo may be used to promote current and future **#trEATS** campaigns.

Completed application and accompanying high resolution photo must be emailed to info@tcof.com.au by **5pm on 30 June 2022**.

For further information please contact the Toowoomba Carnival of Flowers team on 4688 6661.



PHOTOGRAPHING YOUR #trEATS

We'll be showcasing the entire #trEATS menu on the Toowoomba Carnival of Flowers website. Please submit a photo with your application, ensuring it adheres to the following guidelines:

- Your photo must be an original, taken of your meal prepared at your business.
Stock photos will not be accepted.
- Your photo must be **high resolution**. Using a smart phone is fine but avoid using the zoom; move your camera closer instead.
- Only show your #trEATS item and any inclusions (don't add extra items or props to the photo that aren't included in the purchase price).
- White/neutral crockery and background are preferable; don't add utensils.
- Show the whole plate!
- Shoot from above – almost every food looks great from this angle.
- Burgers can be shot front-on to show those delicious fillings!

SOME GENERAL TIPS TO HELP YOU GET AN AMAZING SHOT:

- Take a few photos and pick the best one – make sure your #trEATS item is in focus.
- Use natural light, but don't shoot in direct sunlight; next to a window is best.
- Hold your phone as level as possible – use your photo grid to help line up your shot. iPhone users can turn on the grid by going to Settings > Camera > then switch the Grid option on.
- Don't use filters – you'll get better results with an editing app, but don't go overboard with edits and colour corrections.
- We will crop/retouch your images where required to make them really pop!

EXAMPLES OF SUITABLE PHOTOS:

