



Ayuntamiento de San Fulgencio

RULES:

VII RUTA DE LA TAPA

FIRST: ORGANISERS AND COLLABORATORS.

This campaign is organised by the Town Council of San Fulgencio, through the Tourism Office and the Employment and Local Development Agency (AEDL, in Spanish and hereinafter), in collaboration with the businesses of the municipality that endorse the campaign.

SECOND: PURPOSE OF THE RULES AND THE CAMPAIGN.

The rules are designed to regulate and set norms for the VII Ruta de la Tapa de San Fulgencio.

It is also the purpose of these rules to clarify the contribution of the Town Hall and the establishments and the responsibilities in each phase of the campaign. **The participation of the bars will be free of charge.**

The main aim of this activity is to promote local gastronomy as an additional incentive for the tourist attraction of the municipality of San Fulgencio. At the same time the campaign will boost the local economy and dynamize the social and leisure activities of the municipality with the corresponding effect on the different sectors of the economy.

Aims of the gastronomic promotion campaign.

- To promote local gastronomy.
- Tourist promotion of the municipality of San Fulgencio and the Alicante Province.
- To favour the image of a local and quality hotel and catering sector.
- To boost the creation of jobs through the stimulation of local commerce.
- To bring the gastronomic culture of the Province of Alicante closer to foreign residents in order to promote its dissemination.

THIRD: PARTICIPANTS AND REQUIREMENTS

All bars and restaurants in the municipality of San Fulgencio that apply and fulfil the requirements may participate.

Participants must meet the following general and specific requirements:

GENERAL REQUIREMENTS:

- To be in possession of the Opening Licence granted or, failing this, to have presented the responsible declaration with the documentation required by the Town Hall and to have paid the corresponding fee. The project or technical certification, civil liability insurance and health registry will be considered essential documentation. In addition, they must be registered in the Tax on



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Economic Activities in one of the activities included in the hotel and catering sector.

- To ensure the required conditions of safety, cleanliness, hygiene and customer service in their establishments during the days of the Ruta de la Tapa.
- Participants undertake to keep their establishments open and operating during the hours set for the ruta.
- Not to cede or transfer the admission rights granted by the organisation to third parties under any circumstances.
- To be up to date with municipal taxes.

SPECIFIC REQUIREMENTS:

- Each of the participants will offer a tapa which must be offered during the course of the ruta and which will be adjusted to the timetable indicated in the application and with sufficient provision so that supplies do not run out until the end of the ruta.
- Offer quality in the products and preparation of the tapas.
- Display in a visible place for the customers a sign or board that clearly shows the name of the tapa and its price including the drink.
- Maintain **the single price of 3.50 euros per tapa and drink** (quinto/wine/draft beer, soft drink or water).
- The establishment undertakes to publicise the event by placing promotional material (posters, leaflets, participation cards, ballot boxes, etc.) in a visible place.
- Return the ballot box with the votes and the promotional poster the next working day after the end of the Ruta de la Tapa, which will be the **31th of October**. The place of delivery will be the Tourist Office in San Fulgencio from **9 a.m. to 3 p.m.**
- **During the week of the 3th to 7th of October**, photos of the tapas will be taken and will then appear in all publicity for the event. The day and time scheduled for each establishment's photo will be announced well in advance.

All participating establishments undertake to fulfil the rules listed above. Failure to fulfil these rules will result in the exclusion of participants for both this and subsequent editions of the Ruta de la Tapa.

The organisation maintains the right to automatically unsubscribe and expel any participant and/or collaborating company that may misuse the campaign, this being understood as the non-fulfilment of one or more of the conditions regulated in the terms and conditions or the performance of any action that, in the reasoned opinion of the organisation, is worthy of such exclusion and expulsion.

Likewise, exclusion and expulsion will entail the immediate loss of the right to participate in the raffle, as well as any other rights resulting from it.

The public that attends the participating establishments to taste the tapas will also be considered participants.



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FOURTH: APPLICATION FOR PARTICIPATING IN THE VII RUTA DE LA TAPA AND REGISTRATION PERIOD.

The application to participate in the campaign implies the adhesion to this Ruta de la Tapa, the agreement to the rules and the commitment to fulfil all the established requirements, as well as to ensure the correct development of the ruta.

There is an application form to be filled in and handed in to the San Fulgencio Tourist Office by all those who want their establishment to take part in this edition of the Ruta de la Tapa. You can also register by sending the form to the following e-mail address: info@ayto-sanfulgencio.es. The application form is attached as Annex I to these rules.

The application form must also state the opening hours of each establishment during the days of the Ruta de la Tapa.

The application may be submitted until the **19th of September 2022**: the rules and the application form will be published on the website of the Town Hall of San Fulgencio.

FIFTH: DATE OF EVENT.

The Ruta de la Tapa will take place on the weekend of **28, 29 and 30 October**.

Each establishment will undertake to adhere to the timetable indicated at the time of making the application, undertaking to respect it. Failure to adhere to said timetable may result in the non-acceptance of the application for the next celebration of this event.

SIXTH: TAPA

Each establishment undertakes to participate in the Ruta with a consumption priced at **3.50 euros**, consisting of a tapa plus a drink (beer, wine, soft drink or water).

The tapa must be described in the application form and may not vary during the days of the Ruta.

SEVENTH: RESPONSIBILITY.

The organisation **WILL NOT BE RESPONSIBLE** for any possible incidents of any kind that may arise regarding the quality and conditions of the tapa and drink with which each establishment participates. It will be up to the establishment to take responsibility for any incidents that may arise. Likewise, under no circumstances will the organisation be responsible for the services that any entity collaborating in the campaign may provide to the winners as a result of the prizes awarded, if any.

Equally, if any means of transport is established to help transport customers to the different establishments, the Organisation will not be held responsible for the incorrect use of such means of transport.

EIGHTH: PRIZES.

Five prizes will be awarded: **Prize for the best tapa and four prizes for the participating public.**



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To participate in the selection of the best tapa and the prizes for the public participant, each establishment will provide customers with participation cards that will be stamped by the establishments in which the customer has consumed as part of the Ruta.

Customers may include their details on the cards in order to be eligible for the prize, which will be drawn by raffle. Each card must be stamped by at least 50% of the participating establishments, in the event that this percentage is not a whole number, the whole number of stamps immediately following will be necessary, and may not bear more than one stamp from the same establishment. In addition, the name of the best rated tapa must be indicated.

Once the card with the stamps of the establishments has been filled in, it will be placed in the ballot boxes that will be set up for this purpose in the establishments taking part in the ruta.

The organisers will distribute the same number of cards to all the participating establishments, which will be available in the participating establishments.

PRIZE FOR THE BEST TAPA.

Customers will indicate on their participation card the best rated tapa and once the votes on the cards have been counted, the tapa with the highest number of votes will receive the award and the establishment will be granted a PLATE at the public event scheduled for this purpose, which may coincide with the events organised for the trade campaign.

PRIZES FOR THE PARTICIPATING PUBLIC

- 1. PRIZE WEEKEND GETAWAY AND HALF BOARD FOR TWO PEOPLE.**
- 2. PRIZE VOUCHER OF 100 euros to be exchanged in any of the establishments participating in the ruta.**
- 3. PRIZE VOUCHER OF 50 euros to be exchanged in any of the establishments participating in the ruta.**
- 4. PRIZE VOUCHER OF 50 euros to be exchanged in any of the establishments participating in the ruta.**

The participating public may deposit their duly filled in cards in the ballot boxes provided for this purpose in the participating establishments. Each card must be stamped by at least **50%** of the participating establishments. If this percentage is not a whole number, the next whole number of stamps will be required, and no more than one stamp from the same establishment will be allowed, with the evaluation of the best tapa as well as personal details. All the cards will form part of the public draw in which **FOUR** of them will be drawn, and once it has been checked that they have been duly completed, they will be awarded the four prizes indicated above. This draw will take place in a public event programmed for the purpose of this ruta and which, if possible, will coincide with the events programmed for the Christmas Trade Campaign.

If it is not possible or convenient to carry out the raffle at the same time as the Christmas campaign, the organisation will set another date which will be communicated on the Facebook profile of the San Fulgencio Town Hall.

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The tapaportes must be filled in clearly and legibly and the contact telephone number indicated in the same will be the one to be called in case the holder of the winning tapaporte is not present at the raffle. They will be called within a week to inform them of the prize and how it will be awarded. **If it is not possible to reach the winner by telephone during that week, the prize will not be awarded.**

Prizes must be exchanged within a maximum of one month after the winners are announced.

The people who win the prizes of vouchers to be exchanged in the bars participating in the ruta must **inform the Tourist Office of the San Fulgencio Town Hall within a maximum period of two weeks, which establishment will be the one where the prize will be awarded.**

NINTH: PUBLICITY.

At the beginning of the campaign and throughout the campaign, press releases will be published and maximum publicity will be ensured in the media. In addition, posters announcing the campaign will be placed in the different establishments (which will be accompanied by the Rules) and will be published on the San Fulgencio Town Council website (www.sanfulgencio.es), as well as in other places that the organisation considers appropriate.

Each participating establishment will be obliged to place a poster that will be provided in a visible place.

The participating public can send photos of themselves taking part in the Ruta de la Tapa to info@ayto-sanfulgencio.es and the town council will publicise then on its social networks as a way of promoting the ruta (not subject to any prize)

The photos sent must be taken in any of the establishments participating in the ruta and **may not include minors**. Photos that organisers believe may be offensive or may damage the sensitivity of those who see them will not be published on the social networks. Likewise, the person who sends the photo authorises its publication.

TENTH: DATA PROTECTION.

The information provided by the participating establishments for the development of the campaign is voluntary. The provision of data such as address, telephone, fax, e-mail and website of the corresponding establishment implies, in this case, authorisation for the use of these media in the communication of information to those establishments. Likewise, each participating establishment is recognised as having the right not to provide data that are not essential for the execution of the campaign and to cancel them once the campaign is over by presenting the corresponding letter. In line with this, the organisation reserves the right to use the photographs and videos taken during the campaign for promotional purposes.

ELEVENTH: TRANSPORT OF CLIENTS AND LEISURE ACTIVITIES.

If possible, the organisers will try to provide customers of the establishments with a means of transport (such as a "tourist bus") to enable them to travel around the



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event and to ensure that all the establishments are accessible. This means of transport will be available on 28, 29 and 30 October.

The vehicle must in all cases have means of identification, as well as the necessary timetables, stops and rest periods.

In order to use this vehicle, each user must present the Ruta de la Tapa stamp card.

The organisation is not responsible for the misuse of this vehicle, and it is up to the drivers to establish rules to prevent access to those people who do not respect and behave appropriately towards employees and users, as well as those people who, due to their condition, may pose a risk to themselves and/or others.

With regard to leisure activities, if possible, the Town Hall will organise activities that promote the attendance of people in the different establishments. These leisure and entertainment activities will take place at different points along the ruta and in public spaces. The organisers reserve the right to make any necessary changes to these activities in order to ensure that they meet the aim of encouraging and promoting the Ruta de la Tapa.

TWELFTH: ACCEPTANCE OF THE RULES.

Participants accept these rules and the criteria of the organisation in the resolution of any issue arising from the campaign, on the mere fact of participating in it.

THIRTEENTH: DEPOSIT OF THE RULES.

The rules will be collected and available to the public in the Town Hall of San Fulgencio, the Tourist Office, the AEDL and on the website of the Town Hall of San Fulgencio (www.sanfulgencio.es).



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ANNEX I FORM OF ADHESION TO THE VII RUTA DE LA TAPA OF SAN FULGENCIO

Mr / Ms _____, with DNI/ NIE/
PASAPORT _____ as the owner of the establishment

_____ with CIF _____, Tel _____, address
C/ _____, and e-mail
_____.

I request the registration of my business as a participant in the VII RUTA DE LA TAPA OF SAN FULGENCIO, **with the following tapa:**

Name of the tapa _____

Description of tapa _____

By signing and submitting this application form, I declare that I fulfil all the requirements and I undertake to accept the campaign rules and to inform the organisation of any incident during the course of the campaign.

I also undertake to keep the establishment open during the following hours:

In San Fulgencio, the _____ of _____ 2022

Sgd: _____

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Plaza de la Constitución, 26, San Fulgencio. 03177 Alacant/Alicante. Tfno. 96 679 42 01. Fax: 96 679 44 30