

AFRO-CARIB FEST



2024 Vendor Information Package



Presented by
Heritage Skills
Development Centre

Dear Vendor,

Heritage Skills Development Centre (HSDC) is pleased to invite you to join our 13th annual **Afro-Carib Fest (ACF)** taking place on **Saturday, August 24th and Sunday, August 25th, 2024**, at **Thomson Memorial Park (1005 Brimley Road, Scarborough)** from **12:00 pm to 9:00 pm** both days. This family-friendly festival is **FREE** and open to all.

The Fest celebrates the music, arts, culture, and heritage of the African and Caribbean communities and beyond. This exciting, fun-filled event includes live musical performances, marketplace vendors, drum and dance, arts & crafts, business expo, dance competitions, prize giveaways and much more! The festival provides an opportunity for you, the vendor, to highlight your products/services, promote your business ideas, network, and grow your customer base. It is also an excellent opportunity to engage with the local and international visitors.

Thank you for considering Afro-Carib Fest as a venue to highlight your business, products, and services. We are excited and look forward to having you onboard this year.

Sincerely,

Charity Lebeanya
Executive Director

Contact

Phone: 416-345-1613

Fax: 416-345-8696

info@hsdconline.org

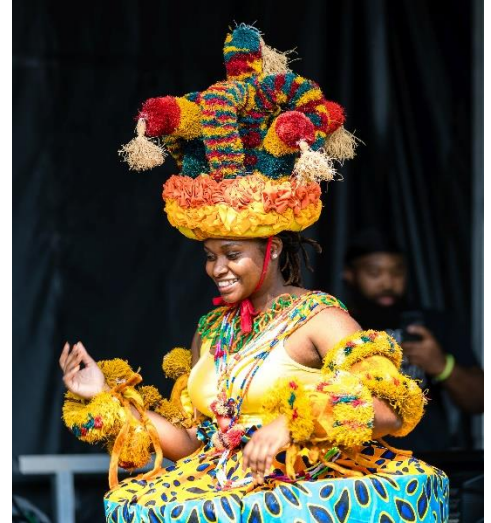
info@afrocaribfestival.com

Festival Facts

The biggest festival with a celebration of African and Caribbean cultures and one of the fastest growing and most exciting festivals in the Greater Toronto Area, garnering the attention of thousands of attendees from across Ontario, Canada and internationally.

In 2023, our attendance grew over 140% from 2022. We are gearing up for a bigger event in 2024 – with **a new expanded space for all vendors and attendees** at Thomson Park!

Don't Miss out on our Biggest Afro Carib Fest on Aug 24 & Aug 25, 2024



Visitors Will Enjoy

- Free Entry
- Live Performances from over 80 artists
- Drum Circle / Dance Workshops
- Vendor Exhibitions/Marketplace
- Dance Competitions with cash prizes
- Kids Play Zone
- Networking Opportunities
- Special Guests; Celebrities, MPs, MPPs, Councilors, Politicians

& much more!



ADDITIONAL BENEFITS FOR 2024

- New Expanded vendor area
- Social Media posts and promotion to over 15,000 followers on Instagram and Facebook
- Vendor promotion our stories
- Media partnership with over 30 organizations providing exposure to hundreds of thousands of visitors/tourists

| VENDOR CATEGORY | | Early-Bird Pricing February 7 th to May 31 st , 2024 | Regular Price June 1 st to August 4 th , 2024 | VENDOR SUB- TOTAL |
|-------------------------|--|---|---|---|
| | | <i>(price is for 2 days of the festival)</i> | <i>(price is for 2 days of the festival)</i> | |
| Price is for BOTH days! | | 10' x 10' General Vendor Booth | \$600 | \$700 |
| | | 10' x 20' General Vendor Booth | \$800 | \$900 |
| | | 10' x 10' Shared General Vendor Booth | \$900 | \$1000 |
| | | 10' x 20' Shared General Vendor Booth | \$1,100 | \$1,200 |
| | | 10' x 10' Drink / Beverage Non cooking vendors | \$700 (+ \$150 clean-up deposit = \$850 total) | \$800 (+ \$150 clean-up deposit = \$950 total) |
| | | Food Truck Booth | \$800 (+ \$150 clean-up deposit = \$950 total) | \$900 (+ \$150 clean-up deposit = \$1050 total) |
| | | Food Vendor Booth 10 x 10 / 10 X 20 | \$900 (+ \$150 clean-up deposit = \$1,050 total) | \$1100 (+ \$150 clean-up deposit = \$1,250 total) |
| | | 10' x 10' Non-Profit Booth (Promotion and outreach only , no selling activities) | \$450 | \$550 |

| ADVERTISING IN PROGRAM BOOKLET | | | | ADVERTISING SUB-TOTAL |
|---|--|--------------------|-------|--------------------------|
| Electronic files must be supplied as a high-resolution PDF with all support files and fonts included. MATERIALS ARE DUE BY JULY 30th, 2024 | | Inside Front Cover | \$800 | |
| | | Inside Back Cover | \$800 | |
| | | Full Page | \$500 | |
| | | (half) ½ Page | \$300 | |
| | | (quarter) ¼ Page | \$200 | |
| | | Business Card Size | \$100 | |

| PAYMENT | | |
|--|--------------------------|--|
| FULL PAYMENT is due with your application form. Payment is accepted in: Cash, Certified Cheques, E-transfers, MoneyOrders or Bank Drafts Please make cheques, money orders, bank drafts payable to: Heritage Skills Development Centre Send e-transfer to: madelinenwokeji@hsdconline.org Drop off cash at our office at: 2387 Eglinton Ave. East (Unit 3), Scarborough, ON M1K 2M5 | TOTAL PAYMENT | |

ACF 2024 TERMS AND CONDITIONS

1. To secure your vendor space, complete the vendor application form and submit with full payment to Heritage Skills Development Centre **no later than 5:00pm on August 4th, 2024.**
2. There are a limited number of vendor spaces available. No applications will be considered final until full payment has been received. Deposits or partial payments are not accepted.
3. **All fees are non-refundable.** Incomplete applications will not be accepted. To be considered for Early Bird pricing, your payment must be received by 5:00pm on May 31st, 2024.
4. ACF organizers reserve the right to prohibit display and/or distribution of materials deemed illegal, obscene, or otherwise offensive.
5. Vendor booth displays and equipment shall not extend into the aisles, including all signs, banners, equipment, etc. All food preparations and concessions must be confined within the booth space.
6. ACF assumes no responsibility for sales nor inclement weather, nor does it guarantee attendance.
7. All vendors must have their booth area open and occupied during the hours of the festival. By agreeing to participate in the ACF, vendors are expected to stay until the end of the festival.
8. Vendor Spaces are allocated at the discretion of the organizers as well as to ensure that various vendors are spread out. Once assigned vendors cannot move spaces.
9. Vendors are not allowed to sell any products or services outside of their exhibit space without permission from the organizers. Failure to comply will result in immediate booth closure.
10. City regulations prohibit metal bottle caps and wooden skewers from being discarded within the park grounds. Instead, these items must be removed by the vendors at the time of purchase.
11. Both vendors agree to accept full responsibility for all materials and goods which they sell, use, or display in the booth area.
12. **Vendors are required to bring their own tent, tables, and chairs.** There is an additional fee for displaying larger tents (10' x 20' space; vendors must pay specified amount for their booth). Any vendor that sets up additional space outside of the contract will be asked to immediately shut down without refund.
13. **Electricity is only provided for FOOD VENDORS.** FOOD TRUCKS will need to have their own electricity source.
14. All vendors must staff their booth during operating hours. ACF does not accept responsibility for any vendors' possessions left onsite for the duration of the festival.
15. The festival is a "rain or shine" outdoor event. Be prepared.
16. Vendors are required to bring their own dolly or moving apparatuses.

17. Any booths/trucks that are not registered with ACF will be denied entry.
18. Vendors are responsible for securing loose cables and cords to prevent tripping hazards.
19. Failure to comply with the terms of these guidelines may result in loss of vendor privileges at ACF without refund.

FEES AND CANCELLATIONS

1. All fees must be made payable to Heritage Skills Development Centre by August 4th, 2024.
2. Non-sufficient fund cheques will be levied a \$45 service charge.
3. No cancellations are permitted once vendors agree to participate. **A refund, under any circumstance, will not be issued for this event.**
4. Cash, certified cheques, money orders or bank drafts or e-transfers will only be accepted.

SECURITY

1. Security will be provided during the festival operations including overnight; however, the concessions, inventory, and products are the sole responsibility of the vendor.
2. Vendors are responsible for assuming the risk of their own operations and equipment. ACF will not be responsible for any loss or damage.
3. Additional short-term liability insurance must be purchased from an insurance provider of your choice. It is the vendor's responsibility to have personal and/or business insurance coverage. Please contact the ACF organizers if you require additional information.
4. Barricades and fences are put in place by ACF staff in consultation with the City. They must not be altered in any way.

EQUIPMENT

1. Vendors must supply their own tents/canopies, tables, and chairs.
2. All coverings must be securely anchored with sandbags or weights. As per City of Toronto Parks regulations, there is to be no staking into the ground to secure coverings or displays, under any circumstances.
3. Stereo systems, speakers, microphones, loudspeakers, or any other equipment that amplifies sound are not permitted at any time during the festival.
4. Displays and booth elements are restricted to placement within the exact dimensions of your selected booth. This includes, but is not restricted to: condiment stands, garment racks, signage, standees, and A-frame signs.

SET-UP AND TAKE DOWN

1. Upon arrival at the festival, all vendors must check in with ACF Staff at Information Booth before setting up. Vendors will receive an assigned load-in time prior to the

festival, along with an event map indicating your booth's exact location. Vendors who arrive outside of their dedicated load-in time window without prior confirmation will load supplies after all scheduled load-ins have been completed.

2. Set-up after unloading must be completed before 11:00 am on August 24th, 2024.
3. All food vendor equipment must be loaded into the park no later than August 24th, 2024, at 9:30 am.
4. **No vehicle will be permitted in the park after 11:00 am on festival days. All vehicles must be removed from the site immediately after loading.**
5. **TAKE DOWN** will be on August 25th, 2024, at 9:00 pm.

PARKING

1. Municipal by-laws prohibit parking vehicles on the park grounds at any time except for specific load-in and load-out times as indicated by the organizers.
2. Only a time-limited number of vehicles will be allowed on site for purposes of loading/unloading and must be removed within 30 minutes. Vehicles left for a longer period in the loading zone will be ticketed.
3. Parking is not included in the vendor fees. Parking is available in public lots in the immediate area.

CLEANING AND WASTE DISPOSAL

1. All vendors are responsible for keeping their concession and surrounding area tidy and free of litter. Vendors are responsible for maintaining cleanliness and sanitation of their booth, including food preparation areas.
2. Vendors must provide their own heavy duty garbage bags and must place garbage and broken-down boxes in the designated area. Inappropriate disposal of garbage will result in a \$500 charge.
3. The food vendor's clean-up fee of \$150 will be reimbursed upon satisfactory inspection of their concession and surrounding area by the ACF organizers and City of Toronto staff. This deposit will not be refunded if there have been any violations committed by the vendor at any point during the festival.
4. All trash must be placed in appropriate containers, dumpsters or bins provided.
5. All vendors using wooden skids or pallets must return them after the festival. These skids or pallets should not be left in the park or thrown in the garbage bin or surrounding bushes.
6. A penalty will be charged for any equipment, property or items left behind in the park after the designated load-out times. Such a penalty can restrict a vendor from future vendor privileges at ACF.
7. FOOD Vendors must dispose of their grease, waste and leftovers appropriately

ADDITIONAL CONDITIONS: FOOD VENDORS

1. It is **MANDATORY** that all food vendor application forms be accompanied by a completed Temporary Food Establishment Form. This form will be sent to relevant applicants once Toronto Public Health releases our custom event link.
2. All food concessions will be subject to inspection at the discretion of the Public Health Department. It is at the discretion of the Toronto Public Health Officer to remove any food vendors in non-compliance with the Food and Safety Guidelines.
3. Food vendors must bring their own plastic jugs with spigots or similar equipment to hold portable water for use while in the park.
4. It is the responsibility of each vendor to leave with, and properly dispose of, hazardous waste materials such as grease, oil, fuel, propane tanks and other fuel canisters. **NO GREASE, OIL, LEFTOVER FOOD OR DIRTY WATER SHOULD BE Poured ON THE GRASS.**
5. Food vendors are required to have a plank or board under all cooking surfaces to prevent grease spills. This is mandatory as per Toronto Public Health guidelines.
6. All food vendors are required to complete the necessary health forms.

VENDOR AGREEMENT

Please check here to confirm that you have read and agree to the above terms and conditions of this agreement. Failure to comply may result in immediate removal from the festival.

The applicant agrees to abide by the conditions and rules and regulations as set out in the ACF 2024 Terms and Conditions. The applicant also agrees to abide by all municipal, provincial, or federal laws and regulations in effect for the duration of the festival.

Printed Name _____

Signature _____

Date _____

OFFICIAL USE ONLY

Date Received:

Signature

APPLICATION CHECKLIST

It is your responsibility to collect the necessary information required and submit it along with the completed form and payment. Incomplete applications will not be processed. Package MUST include the following:

- Completed vendor application form, including signed agreement above.
- Vendor fee (paid by certified cheque, money order, bank draft or e-mail transfer payment to madelinenwokeji@hdsconline.org or drop of cash at: 2387 Eglinton Ave. East (Unit 3), Scarborough ON, M1K 2M5
- (FOOD VENDORS ONLY) This form will be sent to relevant applicants once Toronto Public Health releases our custom event link.

Please submit your application and payment to:

HERITAGE SKILLS DEVELOPMENT CENTRE
2387 Eglinton Ave East (Unit 3),
Scarborough, ON M1K 2M5
Tel: 416-345-1613; Fax: 416-345-8696
Email: info@afrocaribfestival.com

ACF 2024 VENDOR APPLICATION FORM

Saturday, August 24th and Sunday, August 25th, 2024

12:00pm to 9:00pm

| CONTACT INFORMATION | | |
|--|-----------|---------------|
| Contact Name | | |
| Address | | |
| | | |
| Phone | | |
| Cell Number | | |
| Email | | |
| Website | | |
| Social Media Accounts | Facebook | |
| | Instagram | |
| | Twitter | |
| VENDOR INFORMATION | | |
| Business Name | | |
| Booth Size | | |
| Please list items that will be sold at your booth | ITEMS | DESCRIPTION |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| Please list electrical equipment along with number of amps required. | APPLIANCE | AMPS REQUIRED |
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| | | |

IMPORTANT: PLEASE READ THE TERMS, CONDITIONS, & GUIDELINES ABOVE AND SIGN VENDOR AGREEMENT TO COMPLETE APPLICATION.