

AFRO-CARIB FEST 2025



Helping Families To Build A Stronger Foundation



Vendor Information Package



Presented by
Heritage Skills
Development Centre

Dear Vendor,

Heritage Skills Development Centre (HSDC) is pleased to invite you to join our 14th annual **Afro-Carib Fest (Afro-Carib Fest)** taking place on **Saturday, August 23rd and Sunday, August 24th, 2025**, 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 event welcomes over 50,000 people annually and continues to grow each year.

The Festival 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

www.afrocaribfestival.com

FESTIVAL FACTS

The biggest celebration of African and Caribbean cultures in Ontario welcoming over 50,000 attendees from Ontario, Canada and internationally.

Our Marketing and Promotion reaches over 3 million people annually through partnerships with CP24, Global TV and many other prominent media outlets.

Don't Miss out on our Biggest Afro-Carib Fest on Aug 23 & 24, 2025.
Vendor spaces always sell out!



VISITORS WILL ENJOY

- Free Entry
- Live Performances from over 120 artists
- Drum Circles / Dance Workshops
- Vendor Exhibitions/Marketplace
- Cultural Food Marketplace
- Dance Competitions with cash prizes
- Kids Play Zone
- Networking Opportunities
- Engage with Special Guests: Celebrities, MPs, MPPs, Councillors, Politicians

& much more!



ADDITIONAL BENEFITS FOR 2025

- Showcase your products and services to over 50,000 local and international attendees. Amplify your business through media coverage at the event
- Expand your clientele and tap into a new and engaged market.
- Gain visibility on our Instagram and Facebook platforms, reaching thousands more audiences.

VENDOR CATEGORY		Early-Bird Pricing February 7th to May 31st, 2025	Regular Price June 1st to August 4th, 2025	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 (Small Businesses)	\$700	\$800	
	10' x 20' General Vendor Booth	\$900	\$1,000	
	10' x 10' Corporate Business Vendor Booth	\$900	\$1,100	
	10' x 10' Shared General Vendor Booth	\$1,000	\$1,100	
	10' x 20' Shared General Vendor Booth	\$1,200	\$1,300	
	10' x 10' Drink / Beverage Non cooking vendors	\$800 (+ \$150 clean-up deposit = \$950 total)	\$900 (+ \$150 clean-up deposit = \$1,050 total)	
	Food Truck Booth	\$1,000 (+ \$150 clean-up deposit = \$1,150 total)	\$1,200 (+ \$150 clean-up deposit = \$1,350 total)	
	Food Vendor Booth 10 x 10 / 10 X 20	\$1,000 (+ \$150 clean-up deposit = \$1,150 total)	\$1,200 (+ \$150 clean-up deposit = \$1,350 total)	
	10' x 10' Non-Profit Booth (Promotion and outreach only , no selling activities)	\$700	\$800	

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, 2025		Inside Front Cover	\$800	
		Inside Back Cover	\$800	
		Full Page	\$500	
		(half) ½ Page	\$350	
		(quarter) ¼ Page	\$250	
		Business Card Size	\$150	

PAYMENT		
FULL PAYMENT is due with your application form. Payment is accepted in: Cash, Certified Cheques, E-transfers, Money Orders 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 (Monday to Thursday: 10 am - 6 pm): 2387 Eglinton Ave. East (Unit 3), Scarborough, ON M1K 2M5	TOTAL PAYMENT	

AFRO-CARIB FEST 2025 TERMS AND CONDITIONS

1. To secure your vendor space, complete the vendor application form and submit with full payment made to Heritage Skills Development Centre.
2. All fees should be made payable to Heritage Skills Development Centre.
3. There are a limited number of vendor spaces available. **Spaces are on a first come first served basis. Applications are only considered final when full payment has been received. Deposits or partial payments are not accepted. Note: we often get full months before the festival.
4. To be considered for Early Bird pricing, your payment must be received by 5:00 pm on May 31st, 2025.
5. Vendor Spaces are allocated and assigned at the discretion of the organizers as well as to ensure that various vendors are spread out. Once assigned vendors cannot move spaces.
6. All fees are non-refundable. No cancellations are permitted once vendors agree to participate under any circumstance
7. Vendors are required to bring their own tent, tables, and chairs. There is an additional fee for displaying larger tents (vendors must pay specified amount for their booth size). Any vendor that sets up additional space outside of the contract will be asked to immediately shut down without refund.
8. The festival is a “rain or shine” outdoor event. Please be prepared
9. Electricity is only provided for FOOD VENDORS. FOOD TRUCKS will need to have their own electricity source.
10. Afro-Carib Fest organizers reserve the right to prohibit display and/or distribution of materials deemed illegal, obscene, or otherwise offensive.
11. Vendor booth displays and equipment shall not extend into the aisles, including all signs, banners, equipment, etc. All concessions including food preparations must be confined within the assigned booth space.
12. Afro-Carib Fest assumes no responsibility for sales nor inclement weather, nor does it guarantee attendance.
13. All vendors must have their booth area open and occupied during the hours of the festival. By agreeing to participate in the Afro-Carib Fest, vendors are expected to stay until the end of the festival.
14. 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.
15. 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.
16. Vendors agree to accept full responsibility for all materials and goods which they sell, use, or display in the booth area.
17. All vendors must staff their booth during operating hours. Afro-Carib Fest does not accept responsibility for any vendors’ possessions left onsite for the duration of the festival.
18. Vendors are required to bring their own dolly or moving apparatuses.
19. Any booths/trucks that are not registered with Afro-Carib Fest will be denied entry.
20. Vendors are responsible for securing loose cables and cords to prevent tripping hazards.
21. Failure to comply with the terms of these guidelines may result in loss of vendor privileges at Afro-Carib Fest without refund.

FEES AND CANCELLATIONS

1. All fees must be made payable to Heritage Skills Development Centre.
2. Non-sufficient fund cheques will be levied a \$45 service charge.
3. No cancellations are permitted once vendors agree to participate. **There will no refunds under any circumstance.**
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. Afro-Carib Fest will not be responsible for any loss or damage.
3. Additional short-term liability insurance can 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 Afro-Carib Fest organizers if you require additional information.
4. Barricades and fences are put in place by Afro-Carib Fest 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. Set up will take place on Friday August 22nd, 2025. Upon arrival at the festival, all vendors must check in with Afro-Carib Fest Staff to obtain exact space that has been pre assigned before setting up. Vendors will receive an assigned load-in time prior to the festival. 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 9:00 am on August 23rd, 2025.
3. All food vendor equipment must be loaded into the park no later than August 23rd, 2025, at 8:30 am.
4. **No vehicle will be permitted in the park after 9:00 am on festival days. All vehicles must be removed from the site immediately after loading.**
5. **TAKE DOWN** will be on August 24th, 2025, at 9:00 pm.

PARKING

1. There is free parking available for all vendors and attendees. Parking passes for vendors will be provided upon check on set up day
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.

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 the 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 Afro-Carib Fest organizers. 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. FOOD Vendors must dispose of their grease, waste and leftovers appropriately
7. 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 Afro-Carib Fest.

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 Afro-Carib Fest 2025 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@hsdconline.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

AFRO-CARIB FEST 2025 VENDOR APPLICATION FORM

Saturday, August 23rd and Sunday, August 24th, 2025
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.	APPLIANCES BEING USED	FOOD VENDORS ONLY (AMPS REQUIRED)

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