



Food Vendors Information Package

As the air turns colder and the sound of jingle bells begin to ring in the air, The Town of Wasaga Beach is proud to announce South Georgian Bay's newest holiday tradition.

Inspired by holiday markets from Munich to Manchester the 1st Annual **Wasaga Beach Holiday Market** will have something for everyone.

We are in search the areas tastiest:

- 🍷 Chip truck
- 🍷 Sausage on bun
- 🍷 Funnel cakes and sweet treats
- 🍷 Etc. – We want to taste some international holiday favorites!

Four Food vendor licences will be issued for the 2023 Wasaga Beach Holiday Market.

Priority selection will be given to vendors who can create an economically inclusive menu (Offer at least one food item under \$3.00 dollars)

Town of Wasaga Beach aims to ensure that this event can be enjoyed by as wide an audience as possible.

Market Hours

Friday November 24th	Saturday November 25th	Sunday November 26th
10:00am-10:00pm	10:00am-10:00pm	10:00am- 8:00pm

Why You Should Apply

🍷 **The Wasaga Beach Holiday Market** has a goal to attract thousands of visitors from near and far, in search of an unforgettable holiday experience. This unique market will feature food, live entertainment and decor reminiscent of Europe's holiday markets.

🍷 TWB will employ a comprehensive promotional strategy to ensure maximum exposure of the **The Wasaga Beach Holiday market** and its vendors. Promotional strategies will include several news, TV, radio, and online media moments leading up to and throughout the event, as well as comprehensive social media coverage.



Food Vendor Licence/Space Fee

\$1000.00 (HST Included)

*Upon approval of your Food Vendor application, a deposit of \$500.00 will be required to secure your Food Vendors licence and exclusive product service contract.

Food Vendor Fees Includes

- X 10 x 10 red vendor's tent – If requested
- X Access to 70 AMP generator
- X Heated seating area (tables, chairs and decorations provided)
- X Over night security
- X On site assistance from Town of Wasaga Beach Staff
- X Individual 'vendor feature' on the town's social media sites
- X Media coverage opportunities
- X Full Schedule of town sponsored entertainment and activities at market site

Vendor Requirements

X Approved Food Vendors must commit to attending and staffing your booth/ food truck for the entire duration of the event, Friday November 24th - Sunday Nov 26th 2023 (snow, rain, cold or shine) and be able to supply adequate inventory.

Friday November 24 th	Saturday November 25 th	Sunday November 26 th
10:00am-10:00pm	10:00am-10:00pm	10:00am- 8:00pm

X Approved vendor booths/ food trucks must adhere to TWB Public Health guidelines of cleanliness, proper sanitation, and adequate lighting and signage, and must be pre-approved by The Town of Wasaga Beach. Food Vendors will need to be inspected and receive a "Green Pass" to operate and will be inspected daily for food safety.

X Approved Food Vendors must carry their own liability insurance (\$1 Million), as they **will not** be covered by TWB insurance. **Proof of valid insurance Naming the Town of Wasaga Beach is required and must be presented in advance of event to The TWB Events Team.**

WASAGA BEACH HOLIDAY MARKET

🎄 Upon approval of vendor application, a deposit of \$500.00 will be required to secure your Food Vendors Licence and exclusive product service contract.

🎄 Approved vendors will be responsible for their own expenses including but not limited to customized booth signage and décor, staffing, propane, cleaning, liability insurance, and transportation.

🎄 Approved Food Vendors agree to support the promotion of their participation as a vendor at **The Wasaga Beach Holiday Market** via word of mouth and social media or other promotional/marketing means. As we must each do our part to ensure success of the event. Your digital presence will be considered in our selection process.



Food Vendor Application Deadline:

4:00pm on Wednesday Nov 1st 2023

Please submit vendor applications to:

Lisa Linhares – Special Event Programmer

Email: sep@wasagabeach.com

Subject: ATTN: Holiday Market – Food Vendors

WASAGA BEACH


Schedule of Holiday Market Events

Schedule of Events	
Friday Nov 24th	Time
Market opens	10:00am
Media Day	3:00pm-6:30pm
Beer Hall Hours	5:00pm-10:00pm
Grand Opening / Tree Lighting Ceremony	6:30pm-7:30pm
Mistletoe's Performance	7:00pm
Market closes	10:00pm
Saturday Nov 25th	Time
Market opens	10:00am
Photo Station	10:00am-10:00pm
Beer Hall hours	12:00pm-10:00pm
1st performance	12:00pm-1:30pm
2nd performance	4:00pm-5:30pm
3rd performance	7:00pm-8:30pm
Market closes	10:00pm
Sunday Nov 26th	Time
Market opens	10:00am
Pictures with Santa	1:00pm-3:00pm/ 4:00-6:00pm
Beer Hall hours	12:00pm-10:00pm
1st performance	12:00pm-1:30pm
2nd performance	2:00pm-3:30pm
3rd performance	6:00pm-7:30pm
Market Closes	8:00pm



2023 Wasaga Beach Holiday Market
Food Vendor Application Form

Contact Information

<input type="text"/>	First Name
<input type="text"/>	Last Name
<input type="text"/>	Email Address
<input type="text"/>	Cell Phone Number

Vendor Information

<input type="text"/>	Company Name
<input type="text"/>	Address
<input type="text"/>	City
<input type="text"/>	Province/State
<input type="text"/>	Postal/Zip Code
<input type="text"/>	Website URL
<input type="text"/>	Instagram URL
<input type="text"/>	Facebook URL

Please provide a copy of your menu including pricing



Will you be handling /cooking raw meat on site?

Yes No

How much power will you require?

_____ AMP

Can you provide your own generator?

Yes No

Do you have an existing storefront and/or online shop?

Yes No

Please attach five photos of the products you intend to sell at the market.

French Language: Yes No

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