

# 3<sup>RD</sup> ANNUAL ALBION ISLINGTON FUSION OF TASTE 2009

BIA Members Participation Guidelines



## VENDOR'S PACKAGE

925, Albion Road Suite 100, Etobicoke, Ontario M9V 1A6

Email: [albion.islington.bia@gmail.com](mailto:albion.islington.bia@gmail.com)

[www.albionislingtonsquare.com](http://www.albionislingtonsquare.com)

### **3<sup>rd</sup> Annual Albion Islington - Fusion of Taste Festival 2009**

**Date: Saturday, July 18, 2009**

**Time: 11.00 am – 9.00 pm**

**Sidewalk Sale: 11.00 am – 9.00 pm**

**Opening and Entertainment of Festival: 1.00 pm -9.00 pm**

**Location: Intersection of Albion Road and Islington Avenue, Etobicoke**

The 3<sup>rd</sup> Annual Albion Islington - Fusion of Taste Festival 2009 will take place on **Saturday, July 18, 2009** at the intersection of Albion Road and Islington Avenue, Etobicoke. The “Albion Islington – Fusion of Taste” festival will once again reach out to new shoppers with an impact greater than last year’s successful festival of 15, 000 - 20,000 people.

#### **Entertainment will comprise of:**

Amusement Rides	Elvis Impersonator
Midway Booths	Belly Dancing
Movement Acrobatics	Adojo
Hip Hop Dancing	Meringue
Tassa and Steele Band	Brazilian Samba
Bhangra and Punjabi Songs and Dances	Argentina Tango
Magic Show	Face painting
Stilt Walker	Balloon Artist
CNE Mascot	Children’s On the Spot Dance Competition
Children’s On the Spot Drawing Competition	

#### **Advertising for 3<sup>rd</sup> Annual Albion Islington - Fusion of Taste**

Cp24 - 9.00 am-11.58 am 24 dayside (Mon.- Fri.); 1.00 pm – 5.00 pm 24 dayside (Mon.- Fri.) ; 7.00 am-5.57 pm weekend dayside (Sat.- Sun.)	TTC Posters at Kipling Subway, Wilson Subway, Islington Subway and Royal York Subway
Etobicoke Guardian	Asian Television Network (ATN)
Punjabi and South Asian newspapers, Radio Channels and Television	20,000 flyers
500 posters	Press release in all national and local newspapers
City of Toronto websites	TTC Website
Tourism Toronto Guide and Website	Albion Islington Square Website
City of Toronto – Visitor Information Service	TABIA – Toronto Association of Business Improvement Areas website

**Albion Islington - Fusion of Taste Festival 2009**  
Albion Islington Square BIA Members Participation Guidelines

**Festival time and date:**

**Date: Saturday, July 18<sup>th</sup>, 2009**

**Time: Sidewalk sale: 11.00am – 9.00pm**

**Festival opening and entertainment: 1.00pm – 9.00pm**

**Application and fees Due Date: June 15<sup>th</sup>, 2009.**

**Objective:**

- All Business members of the BIA are encouraged to participate in this year's festival.
- This is a tremendous opportunity to promote your goods and services.
- To get the community together to promote and showcase the businesses those are available in the BIA.
- BIA has tremendous potential to be one of the top rated BIA's in the City of Toronto. We have businesses from all over the globe.

**How can you attract shoppers? (For all vendors)**

- Distinguish yourself from outside participants.
- Use banners, balloons, streamers and whatever attractive feature you can think of to attract visitors.

**(Please be aware that banners and other identifying materials may not be placed on the road closure barricades.)**

**For Restaurant owners:**

- Feature the most requested menu item, or highlight your signature dish.
- We suggest bite sized portions and reasonably priced.
- Contact your suppliers, get them involved and feature some of their products as well.
- Be prepared to handle large crowds.
- Ensure you have the supplies and staff on hand to deal with large crowd.
- Strictly follow the attached Health Guidelines.

**Compliance with City of Toronto regulation requires** that all participants display a Festival Permit which will be provided at **no charge**. Each participant must complete the attached form for festival permit and return it by **June 15<sup>th</sup>, 2009**. You will be issued a numbered permit which must be displayed at all times during the festival. ***There will be no exception!***

By-Law enforcement officers have the right to restrict participation to qualifying businesses/vendors/artisans. If you do not meet the necessary requirements you will be asked to leave the festival grounds and fee for the stall will not be refunded. As the deadline approaches, you will be contacted to confirm space designation and review final procedures. You will be required to comply with the City's Health Department Guidelines (attached). They will be on-site.

### Fees for stall:

- Full payment of **\$150/** must be made at the time of registration not later than **June 15<sup>th</sup>, 2009.**
- BIA will provide a 10x10 tent, 4 sand bags, 6 ft table and 2 chairs.
- All payments to be made by **certified cheques/bank drafts/money order/company cheque payable to Albion Islington Square BIA.**
- No cash payment acceptable.

### Washrooms:

- Signage indicating the washrooms will be placed.
- Washrooms will be available in Thistletown Multiservice Centre.

### Police

- Toronto Police Services (23 Division & Special Events) will be responsible for maintaining road closure, and policing responsibilities from 6.00 am – 11.00 pm.

### Road Closure

- City of Toronto and Sidan Traffic Control devices will be providing the necessary signage and barricades for street closures.
- All vendors participating within the closed area will not be allowed to enter with their vehicles after 10.00am and will not be allowed to bring back in their vehicle until the festival is over at 9.00pm
- All vendors will be provided with a car permit which has to be displayed on their vehicle to enter the closed area. ( Contact BIA office – 647-898-3267 for car permit)

### Parking

- Additional Parking for your customers is available at the:
  - Thistletown Multi Service Centre parking lot
  - Toronto Catholic District School Board parking lot and football field on Thistledown Blvd. East of Albion Road.

### Garbage

- Extra Garbage containers will be placed at strategic locations throughout the area.
- Garbage will be collected on a regular basis from bins, throughout the Festival.
- All BIA merchants are required to place their own garbage bins next to their stall.
- Unity Recovery Club will be responsible for the festival cleaning.

### Health Inspection Guidelines ( For food handling only)

- Enclosed you will find a package from the Health Department. Kindly go through it carefully.
- Kindly fill in the requirements from the Health Department and fax it to the BIA Office – 416-743-3267 as soon as possible.
- **Please Remember, City of Toronto Health Officials will be attending the festival and food handling and disposal guidelines must be adhered to.**

### **First Aid**

- First Aid facilities will be on site.

### **Insurance**

- Each participant is required to provide proof of coverage or complete the enclosed waiver, and send it along with your payment. Space allocation will not be approved without all proper regulatory requirements.

### **Licenses/Permits**

- Every participant will be issued a special numbered permit from Albion Islington Square BIA. It is an indication that you have met all the BIA guidelines and Vendor licensing requirements.
- It is important that you display this permit at all times during the festival.

### **Set-up and Tear Down**

- Tents, sand bags holding the tents, table and chairs will be provided by BIA.
- All tents would be set-up and taken down within the closed area by BIA.

Thank you for participating at Albion Islington – Fusion of Taste Festival 2009.

Please complete the 2009 Taste of Albion Islington Fusion of Taste form and fax, mail or hand deliver it to the BIA office.

### **Contact information:**

- **BIA Office – Shalini Srivastava,  
925 Albion Road, Suite #100,  
Etobicoke, M9V 1A6  
Cell: 647-898-3267**
- **Fax:416-743-3267**
- **Email: albion.islington.bia@gmail.com**
- **Shamsher Singh – Chair (416-409-4412)**
- **Seema Sudhir – Secretary ( 416-745-3267)**

**Attachment 1**

**For Vendor Permit only: ( no fee)**

**Albion Islington – Fusion of Taste 2009**

**Please note: Prior to completing this form, please read the participants guideline.**

**Type of Vendor/Display/Performer**\_\_\_\_\_

**Company Name:**\_\_\_\_\_

**City of Toronto License #**\_\_\_\_\_

**Address:**\_\_\_\_\_

**Contact Name:**\_\_\_\_\_

**Phone:**\_\_\_\_\_ **Fax:**\_\_\_\_\_ **Cell:**\_\_\_\_\_

**Email:**\_\_\_\_\_

**Mail/drop off the form at:** **Shalini Srivastava,**  
**Manager Albion Islington BIA**  
**925 Albion Road, Suite #100,**  
**Etobicoke, Ontario M9V 1A6**

**Fax:** **416-743-3267**

<b>For information please call:</b>	<b>Shalini Srivastava – 416-743-3267; 647-898-3267</b> <b>Seema Sudhir – 416-745-3267; 416-845-9026</b> <b>Shamsher Singh – 416-409-4412</b>
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**Attachment 2**

**For Rental of Booth/Stall - \$150/**

(10x10 tent, 4 sand bags, 6 ft table and 2 chairs included)

**Albion Islington – Fusion of Taste 2009**

**Please note: Prior to completing this form, please read the participants guideline.**

**Type of Vendor/Display/Performer** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**City of Toronto License #** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Please check the type of payment**

\_\_\_\_\_ **Bank Draft** \_\_\_\_\_ **Money Order** \_\_\_\_\_ **Certified Cheque** \_\_\_\_\_ **Company Cheque**

**Mail/drop off the form at: Shalini Srivastava,  
Manager Albion Islington BIA  
925 Albion Road, Suite #100,  
Etobicoke, Ontario M9V 1A6**

**(Kindly attach a fee of \$150/ in the name of Albion Islington Square BIA. Only money order/certified cheque/Bank draft/company cheque will be acceptable.)**

<b>For information please call:</b>	<b>Shalini Srivastava – 416-743-3267; 647-898-3267</b>
	<b>Seema Sudhir – 416-745-3267; 416-845-9026</b>
	<b>Shamsher Singh – 416-409-4412</b>

**For all Participants**

If you are not providing Albion Islington Square BIA with a copy of insurance policy/bond, this waiver must be completed, signed and submitted along with the fee.

I \_\_\_\_\_, on behalf of myself, my heirs, executors, administrators, successors, assignees and invitees,

**Hereby Release, Waive, and forever Discharge**

**Albion Islington Square Business Improvement Area**

(hereinafter known as Albion Islington BIA), and its agents, officers, employees, contractors, representatives, elected and appointed officials, successors and assignees from all claims, demands, damages, costs, expenses, actions, or causes of action, whether in law or equity, in respect of death, injury, loss or damage to my person or property, however caused, arising from or that may arise by reason of permission being granted to use this property.

**I further undertake to hold, to indemnify and save harmless** the aforesaid from and against any and all liability as may be incurred or as may arise as a result of, or in any way connected with, my request and the resulting permission and use of this property.

**I represent and warrant** that I am over the age of legal majority, in the province of Ontario, and I am physically fit and am able to take part in any activity that my participation in the Taste of Albion Islington may involve. I am aware of the risks inherent in participating in such activity and **I agree** to accept and assume all such risks.

**By signing this statement, I acknowledge having read, understood and agreed** to the above waiver, release and indemnity. **Dated and signed in the City of Toronto:**

**Name:**

\_\_\_\_\_

Please PrintSignature

**Date:** \_\_\_\_\_

**Witness:** \_\_\_\_\_

Please PrintSignature

**Date:** \_\_\_\_\_