



toronto zoo
Holiday Marketplace

Vendor Information Package

Your Toronto Zoo is thrilled to be hosting our first ever Toronto Zoo Holiday Marketplace! With your support, this brand new event will be held at the Toronto Zoo from 2:00 pm – 8:00 pm Friday through Sunday from November 20 – December 23, in the Zoo's front entrance courtyard.

The aim with this event is to attract and support the local vendors in our shared community, but also to meet the growing desire for low-cost, open-air, outdoor activities in our community this winter.

Guests attending the Marketplace will have the opportunity to shop locally, enjoy festive décor and photo opportunities, and holiday-inspired food and drink will be made available for purchase during the event.

As a vendor at this event, your company will continue to grow Scarborough's amazingly diverse community that the Zoo resides in. We want to deepen our relationships within our community to engage new, and diverse audiences to continue to champion the work of saving and protecting wildlife and wild spaces.

The Toronto Zoo team is committed to ensuring that vendors are always well taken care of. We are committed to providing excellent customer service and providing assistance and support during the planning process, so please do not hesitate to reach out with any questions or concerns – we are here for you!



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Event Details

- Dates** Fridays, Saturdays and Sundays from November 20 to December 20
AND December 21, 22 & 23, 2020
- Time** 2:00 pm – 8:00 pm
- Location** Toronto Zoo Front Entrance Courtyard & Indo-Malaya Courtyard
- Admission & Parking** Free with admission during regular Zoo Hours of Operation (9:30 am – 3:30 pm);
After-hours (3:30pm) admission is \$5.50 +HST per person. Last admission to the Market is at 6:30 pm.
- Attendees** Daily maximum Zoo capacity is 2,760 guests
Additional Marketplace capacity of 200 guests per hour
Plus Terra Lumina Night Walk guests have the option to arrive early and visit the Marketplace



Promotion and Demographics

At this fun-filled, all-ages, family-friendly market, you will have the opportunity to increase brand awareness for your business, which will be highlighted as a Toronto Zoo Holiday Market vendor.

The market will be promoted on the torontozoo.com, where we will include a description of your company, a company logo, and we will link to your social media. The event will also be promoted across the Zoo's social media platforms (Facebook, Twitter, and Instagram). You will also be provided with a Toronto Zoo Marketplace Logo to promote to your audience across your own social media platforms and website as well!

The Zoo is open year round, and there is always plenty to do and see in the winter!

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Vendor Packages

TIER 1 VENDOR- SELECT DATES

\$50 + HST PER NIGHT

Tier 1 vendors will join us for one night of our Holiday Marketplace and will be supplied with a lockable vendor booth to use for the duration of the market. Tier 1 vendors may need to complete their setup and teardown the day of the Marketplace.

TIER 2 VENDOR- AT LEAST 2 WEEKENDS

\$35 + HST PER NIGHT

Tier 2 vendors will join us for at least two full weekends of our Holiday Marketplace. Tier 2 vendors will be supplied with a lockable vendor booth for all market dates, but setup will need to be removed if weekends are not back to back.

TIER 3 VENDOR- ALL 5 WEEKENDS

\$25 + HST PER NIGHT

Tier 3 vendors will join us for all 5 weekends of our Holiday Marketplace with the comfort and convenience of a private vendor booth, exclusive for all Marketplace dates. Your lockable booth will allow you to enjoy convenient arrival, departure, and sanitization of your private booth that can remain set-up while not in use. This booth will be yours for all Marketplace dates – so feel free to add additional décor and showcase your business with pride.

Additional Dates – December 21, 22, 23

Add on the above dates to any of the vendor packages for \$25.00 (+HST) per night.



Vendor Booth Details



AVAILABLE ON-SITE AMENITIES

- An event coordinator who will work with the vendor to coordinate logistics
- 1 vendor booth – includes vendor sign, exterior holiday décor, 1 interior light, and 1 space heater
- 2x 6 ft rectangular tables
- 2x folding chairs
- Access to a warming station and washrooms
- Access to parking
- Early access to the vendor booth for load-in and set-up (*timing is dependent on Marketplace date(s).

VENDOR PROVIDED AMENITIES

- Staffing your booth for the duration of the Marketplace
- Table coverings
- Additional display items required for your booth (e.g. shelving, wood crates). All items must be secured.
- Additional power, table, and chair requirements beyond what the Toronto Zoo is capable of providing
- Bringing a dolly/wagon to move product or display items
- Load-in, set-up

Vendor Application Process



APPLICATION FORM

To apply to be a vendor at the Toronto Zoo Holiday Marketplace, please complete the Vendor Application Form and submit to tz_partnershipsandevents@torontozoo.ca with the subject line "Toronto Zoo Holiday Market Vendor Application – YOUR COMPANY NAME"

Applications will be reviewed on a first-come, first-served basis. Vendors will be selected based on first-come first-served, and preference will be given to registered independent businesses and organizations that showcase organic ingredients and/or proven sustainable practices. While we appreciate all applications, only vendors selected to participate will be contacted.

PUBLIC LIABILITY INSURANCE REQUIREMENTS

Vendors are required to secure Public Liability Insurance, secured at your own expense, covering personal injury and property damage in the amount of \$2 million. Your insurance certificate must include the Board of Management of the Toronto Zoo, the City of Toronto, and the Toronto and Region Conservation Authority listed as additional insureds. The Toronto Zoo will not be responsible for any theft, damage, claims, costs or expenses experienced by the vendors and/or affiliates.

Should you have any questions or concerns regarding the application process, or about the Holiday Marketplace itself, please contact us at tz_partnershipsandevents@torontozoo.ca. We hope to see you there!

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Additional Information

VENDOR SELECTION PROCESS

Your vendor application will be reviewed based on the quality, uniqueness, salability of your product and the overall balance of the category your product falls into. While we appreciate all of the applications we receive, preference will be given to registered independent businesses and organizations that showcase organic ingredients and/or proven sustainable practices. Your application is not confirmation of your participation. If accepted, vendors will be provided with confirmation and further instructions.

Vendors must fit into one of the Marketplace categories (producer, processor or artisan) and are subject to approval by Toronto Zoo staff. Examples of Marketplace categories and example products are as follows:

Producer – Farmers, Fruits/vegetables, Jellies, Jams, Cheese, Meats, Preserves etc.

Processor - Pre-packaged foods, Cookies, Fudge, Caramel Apples, etc.

Artisan – Ornaments, Jewelry, Soaps, Candles, Aromatherapy, Pottery and ceramics, Stationary, cards, Art/art prints, Pet supplies, Home goods. Scrunchies, hats, mittens, Stockings, etc.

ELECTRICITY

If electricity is required, please advise on your vendor application. Each booth will already be equipped with a light inside, along with a space heater.

WASTE AND GARBAGE


Where possible, the Toronto Zoo strongly encourages the use of biodegradable and recyclable materials. Please ensure you keep your booth as clean as possible by providing your own garbage and recycling system. The Toronto Zoo will provide garbage, recycling and

compost bins throughout the site for guests to dispose of their waste.

Vendors will be responsible for removing any recycling/garbage that is generated during the event.

CANCELLATION POLICY

1. The Board of Management of the Toronto Zoo, hereinafter referred to as the "Zoo", shall have the right to move the location of the Marketplace within the Zoo site as may be necessary due to conditions beyond the control of the Zoo, such as a Force Majeure type event(s) that renders the location reserved for the Marketplace as unusable, but does not in and of itself result in a total closure of the Zoo on the day of the Marketplace. The Zoo shall also have the right to revoke its approval of the Vendor in the event of non-payment by the Vendor in accordance with the requirements outlined in this Agreement. In the event of any such cancellation, prior to the commencement of the Marketplace, the Zoo shall refund any monies paid to it by the Vendor in respect of the Marketplace.



2. The Toronto Zoo shall have the sole right to cancel this Agreement in the event that it is discovered that the Vendor's plans and motives for the Marketplace participation are in conflict with, or in direct contravention, of the Zoo's core values and mission of 'Connecting people, animals, and conservation science to fight extinction.'

3. All requests for date changes and cancellations of the Vendor Agreement must be received by the Zoo's Partnerships & Events Office in writing via email to tz_partnershipsandevents@torontozoo.ca. Vendor fees are non-refundable. In the event that one or more cancelled dates changes the tiered vendor fee that the Vendor is eligible for, the Zoo reserves the right to bill the Vendor the outstanding difference. Date change requests are subject to availability. The Zoo also reserves the right to revoke its approval of the Vendor if vendor-initiated cancellations impact the integrity of the Marketplace.

PROHIBITED ITEMS AND ACTIVITIES

- Straws, balloons, of any type, confetti, rice, whistles, and bells
- Projectiles of any nature (e.g. balls, water, Frisbees, etc.)
- Roller blades, skates, skateboards, bikes, tricycles, and scooters
- Any act, verbal or physical, which may be offensive to staff or guests
- Entering restricted areas and or crossing public barriers
- Use of cooking ovens or burners
- Firearms, weapons, pyrotechnics, and fire
- Alcohol, except when purchased at and consumed in a licensed section of the Toronto Zoo site
- Illegal drugs and controlled substances

RESTRICTED ITEMS AND ACTIVITIES

Approval is required by the Zoo's Chief Executive Officer or their designate to sell or sample items at the Toronto Zoo Marketplace. Requests must be submitted in writing a minimum of 10 business days prior to the Marketplace date(s). Please

note that due to the COVID-19 pandemic, some items and activities may not be granted approval unless they follow public health guidelines.

- Loot bags, giveaways, and prizes (s detailed list of these items and the packaging must be submitted in writing in advance of the Marketplace date for approval)
- Music – loudspeakers, music, and/or other sound systems may not be permitted
- Entertainers & Entertainment, including mascots – A detailed request must be submitted in writing at least 10 business days in advance of the Marketplace date(s) for approval
- Décor, including the placement of any materials, decorations, or fixtures of any type on any walls, ceilings, and/or floors of any temporary or permanent structure on the Zoo site
- The use of additional lighting
- Vehicle access within the Toronto Zoo is restricted. All approved vehicles must be escorted on-site by appointed Zoo staff.



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