



toronto zoo

Holiday Marketplace



VENDOR INFORMATION PACKAGE

Calling all local vendors! Your Toronto Zoo is thrilled to be hosting the Holiday Marketplace once again on select dates from November 19th to December 23rd! Guests attending the Holiday Marketplace have the opportunity to shop locally while enjoying festive décor and photo opportunities. Holiday-inspired food and drink will also be available for purchase.

The Holiday Marketplace supports local vendors and provides a low-cost, open-air, outdoor activity in the Scarborough community this winter. Your Toronto Zoo continues to build relationships within our community and engage new and diverse audiences in our efforts to champion the work of saving and protecting wildlife and wild spaces.

MARKET DETAILS



DATES Select dates from November 19th to December 23rd, 2021

Weekend #1 – Friday to Sunday, Nov. 19 to 21

Weekend #2 – Friday to Sunday, Nov. 26 to 28

Weekend #3 – Friday to Sunday, Dec. 3 to 5

Weekend #4 – Friday to Sunday, Dec. 10 to 12

Weekend #5 – Friday to Sunday, Dec. 17 to 19

Weeknights – Monday to Thursday, Dec. 20 to 23

TIME 2:00 pm – 8:00 pm
Last entry to the Marketplace: 7:00 pm

LOCATION Toronto Zoo Front Entrance & Indo-Malaya Courtyards

ADMISSION & PARKING **During Regular Zoo Hours of Operation:** FREE with Zoo admission

- 9:30 am – 3:00 pm

During Terra Lumina: FREE with Terra Lumina admission

- Shows beginning at 6:30 pm

Marketplace Only (after 4:00 pm): \$5.50 + HST per person

- Free for children 2 years and younger

Parking: \$14.00 per vehicle

OF ATTENDEES Estimated 1,400 guests per day





VENDOR CATEGORIES

ARTISAN Products created by an artisan

- Apparel & Accessories
- Art
- Candles
- Ceramics
- Crafts
- Glass
- Home Décor
- Jewellery
- Leather
- Metal
- Ornaments
- Soaps/Skin Care
- Stationary
- Wood

PROCESSOR Prepared food and beverages

- Candy Apples
- Chocolate
- Cookies
- Fudge
- Honey
- Jams
- Jellies
- Preserves
- Sweets

PRODUCER Produce grown on or meat/other products from animals raised on the producer's land

- Fruits & Vegetables
- Cheese
- Eggs
- Honey
- Soap
- Meat
- Yarn



VENDOR FEES

VENDOR FEE \$50.00 + HST per date

PREMIUM LOCATION SURCHARGE Vendor Fee + \$25.00 + HST per date

**Vendor fees are non-refundable and non-transferable. Preference will be given to vendors who commit to full weekends. A select number of premium vendor locations are available and vendors can indicate their interest in their application. Premium locations are not guaranteed. The Toronto Zoo is responsible for assigning all vendor locations and takes vendor requirements and the distribution of vendor types into consideration.*

PUBLIC LIABILITY INSURANCE

Vendors are required to secure, at their own expense, Public Liability Insurance that meets the following requirements:

- Cover personal injury and property damage
- Be in the amount of two million dollars (\$2,000,000.00)
- Name the Board of Management of the Toronto Zoo, City of Toronto, and Toronto and Region Conservation Authority as additional insureds
- Contain a cross-liability (severability of interest clause)

The Toronto Zoo is not responsible for any theft, damage, claims, costs or expenses experienced by vendors and/or affiliates during the Holiday Marketplace.





VENDOR BOOTH DETAILS

TORONTO ZOO RESPONSIBILITIES

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

VENDOR RESPONSIBILITIES

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





VENDOR APPLICATION & SELECTION PROCESS



1. Read the full Vendor Information Package
2. Complete the Vendor Application
Apply at: www.surveymonkey.com/r/torontozoholidaymarketplace
3. **Application Review:** Begins Monday, October 18th, 2021
4. Applications will be reviewed based on the quality, uniqueness, and salability of your product(s) and the overall balance of the category your product(s) falls within.
Preference will be given to:
 - Registered independent businesses
 - Businesses from the local community
 - Businesses that are owned by and/or employ individuals from priority groups*
 - Businesses that utilize organic ingredients and/or proven sustainable practices
 - Businesses that donate a portion of their sales to charitable causes
 - Businesses that were scheduled to be a vendor at the cancelled 2020 Holiday Marketplace
5. Selected vendors will be contacted beginning Wednesday, October 20th, 2021. While we appreciate all applications, only vendors selected to participate will be contacted.
6. In order to secure their vendor spot and participate in the Holiday Marketplace, selected vendors will be required to sign a Holiday Marketplace Vendor Agreement, pay the vendor fee, and provide a Public Liability Insurance Certificate.
To ensure a wide variety of products and to support as many local vendors as possible, selected vendors may not be approved for all of the dates they applied for.
7. **Questions:** Email marketplace@torontozoo.ca
Please include the name of your business in the subject line



*Your Toronto Zoo respects the principles of equity, diversity, and inclusion, and strives to create Marketplaces that represent the rich diversity of our community and provide equitable opportunities for all. We encourage applications from businesses who are owned by and/or employ BIPOC individuals (Black, Indigenous, persons of colour), persons with disabilities, 2SLGBTQ+, and women. Interested applicants will have the option to disclose if they identify with a priority group.

Please note: Direct sales and multi-level marketing businesses are not permitted at the Holiday Marketplace.





COVID-19 & PUBLIC HEALTH SAFETY MEASURES

MASKS & FACIAL COVERINGS

All Zoo employees, Volunteers, vendors, and guests over the age of 2 must wear a mask or facial covering when:

- In all indoor spaces and covered viewing areas, including vendor booths
- On adventures, including the Zoomobile
- In all areas, including outside viewing areas, where there is a greater concern for risk of transmission of COVID-19 from human to COVID-19 susceptible animal species.

Our Zoo also continues to strongly encourage our guests and vendors to follow Public Health recommendations and wear masks outdoors where physical distancing of 2 m (6.5 ft) is not possible or cannot be maintained.

ACCOMMODATIONS

Vendors who are unable to wear a mask or facial covering for medical/disability reasons or other reasons based on the Human Rights Code, must contact Partnerships and Events at marketplace@torontozoo.ca prior to visiting to discuss individual accommodation needs and to determine what reasonable accommodations the Zoo may be able to provide.

MANDATORY COVID-19 VACCINES

In order to participate in the Holiday Marketplace, the Toronto Zoo requires all vendors be fully vaccinated against COVID-19 and provide their proof of vaccination, along with photo ID.

Proof of vaccination is not required if the vendor/their staff has a valid document from a physician or nurse practitioner stating they have a medical exemption from full vaccination or is under the age of 12.



COVID-19 SCREENING

Vendors will be required to complete a COVID-19 Screening Questionnaire every time they enter the Toronto Zoo.

PUBLIC HEALTH SAFETY MEASURES

Your Toronto Zoo is committed to stopping the spread of COVID-19. As part of our commitment and shared responsibility for the health and safety of our animals, guests, and employees, we ask that all persons entering our Toronto Zoo follow current public health guidelines. The following is a list of some of the safety measures that have been implemented:

- The implementation of timed-ticketing for entry into the Zoo and daily capacities
- The implementation of a mask and facial covering policy for all Toronto Zoo employees, Volunteers, guests, business visitors, vendors, and contractors
- To encourage physical distancing, ground markers, signage, and rope barriers/stanchions have been added
- The addition of hand sanitizer stations through the Zoo
- On-site purchases, including food and retail, are cash-less and debit/credit terminals are regularly sanitized
- The addition of Plexiglass shield barriers where necessary
- The implementation of capacity limits in all indoor areas, including event venues, washrooms, and employee areas





PROMOTION AND DEMOGRAPHICS

The Toronto Zoo is open year-round and there is always plenty to do and see in the winter, including the [Terra Lumina](#) night walk experience! The Holiday Marketplace is a family-friendly market that is open to all ages. Guests attending during the day while the Zoo is open are expected to primarily be families, while those attending during the evening while Terra Lumina is operating is expected to be a mix of families and adults.

The Holiday Marketplace is an opportunity to build the brand awareness of your business. The Marketplace will be promoted across the Toronto Zoo's social media platforms ([Instagram](#), [Facebook](#), & [Twitter](#)) and website ([torontozoo.com](#)). All vendors will have a listing on the specific Holiday Marketplace webpage, which will include a short description of your business, your logo, the types of products sold, and will include link(s) to your social media channels and/or website. Vendors will also be provided with a Toronto Zoo Marketplace graphic that can be used to promote to your audience across your own social media platforms and website!



ADDITIONAL INFORMATION

ELECTRICITY

If electricity is required, please indicate on your vendor application. There are a limited number of vendor booths that accommodate electricity requests. Each booth will be equipped with one (1) interior light and with a space heater (propane).

WASTE – GARBAGE & RECYCLING

Where possible, the Toronto Zoo strongly encourages the use of biodegradable, compostable, and recyclable materials. Please ensure you keep your booth as clean as possible by providing your own garbage and recycling system. The Toronto Zoo provides garbage and recycling bins throughout the Zoo site for guests to dispose of their waste. Vendors are responsible for removing any waste they generate during the Market.

PROHIBITED ITEMS AND ACTIVITIES

- The Toronto Zoo is a smoke- and vape-free environment. Smoking of any kind is not permitted on Zoo property

- 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 ten (10) business days prior to the first applicable Marketplace





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



- Items for sale and/or sampling, loot bags, giveaways, and prizes
 - A detailed list of these items and the packaging must be submitted in writing in advance of the first applicable 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 ten (10) business days in advance of the first applicable Marketplace date 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

CANCELLATION & DATE CHANGES

- 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 the Vendor 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.

- 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" or endanger the welfare of the animals at the Zoo.
- 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 marketplace@torontozoo.ca. Vendor fees are non-refundable and non-transferable. In the event that one or more cancelled dates changes the 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 and a \$15.00 + HST administrative fee. The Zoo also reserves the right to revoke its approval of the Vendor if vendor-initiated cancellations impact the integrity of the Marketplace.



Questions: Email marketplace@torontozoo.ca

