

toronto zoo Holiday Marketplace



VENDOR INFORMATION PACKAGE

Calling all local vendors! Your Toronto Zoo is excited to be hosting a two-day Holiday Marketplace on Saturday, November 14th and Sunday, November 15th! Guests attending the Holiday Marketplace have the opportunity to shop locally while enjoying festive décor and photo opportunities.

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 people, wildlife and wild spaces.

MARKET DETAILS

DATES **Date 1** – Saturday, November 14th
Date 2 – Sunday, November 15th

TIME **Zoo Hours:** 9:30 am – 4:30 pm
Last admission to the Toronto Zoo – one hour before the Zoo closes

Marketplace Hours: 11:00 am – 4:00 pm

LOCATION Toronto Zoo – Special Events Centre (SEC) and SEC Patio

OF VENDORS Approximately forty (40)

OF ZOO GUESTS* Estimated 2,500 guests per day
**weather dependent; The Toronto Zoo does not guarantee a minimum number of guests who will visit vendor booths.*

ADMISSION & PARKING **Regular Zoo admission rates apply for all Marketplace shoppers**

- The Toronto Zoo has implemented **plan-ahead pricing** to provide the opportunity to plan a visit on the day that best accommodates a budget and schedule. Ticket prices vary based on entry date. The further in advance you purchase tickets, the more you are likely to save!

Parking: \$20.00 per vehicle



VENDOR APPLICATION & SELECTION PROCESS



1. Read the full Vendor Information Package
2. Complete the Vendor Application
Apply at: <https://www.surveymonkey.com/r/2026tzholidaymarketplace>
3. 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. Additional factors considered include:
 - Businesses that can commit to both Holiday Marketplace dates
 - Registered independent businesses
 - Businesses from the local community
 - Businesses that are owned by and/or employ individuals from diverse groups*
 - Businesses that utilize organic ingredients and/or proven sustainable practices**
 - Businesses that donate a portion of their sales to charitable causes
 - **Food Processors** must abide by all Toronto Public Health guidelines, submit an 'Event Vendor Package' through Toronto Public Health, and provide a Food Handler's Certificate Number

Please note: Resale, direct sales, and multi-level marketing businesses are **not permitted** at the Toronto Zoo Marketplaces. The Toronto Zoo reserves the right to veto any item deemed to be in violation of City of Toronto and/or Toronto Zoo by-laws, is in direct competition with any item in Toronto Zoo retail outlets, or against the Toronto Zoo's mission or values.

4. Selected vendors will be contacted **on/by Thursday October 15th, 2026**, allowing **one month** to iron out details! While we appreciate all applications, only vendors selected to participate will be contacted.
5. In order to secure their vendor spot and participate in the Marketplace, selected vendors will be required to sign a Marketplace Vendor Agreement, pay the vendor fee, and provide a Public Liability Insurance Certificate **within five (5) days** of being selected.
To ensure a wide variety of products, selected vendors may not be approved for all of the dates they applied for.
6. **Questions:** Email marketplace@torontozoo.ca
Please include the name of your business in the subject line

**Our Toronto Zoo is committed to fostering an environment in which everyone is accepted for who they are and feel safe, comfortable, and empowered to be their authentic selves. With equity, diversity, inclusion, and accessibility as guiding principles, we endeavour to work collectively to connect people, animals, conservation science, and traditional knowledge to fight extinction.*

***At your Toronto Zoo, we are dedicated to being a sustainable palm oil facility. Our commitment extends to every item used and sold at the Zoo, as we guarantee that they are verified to contain either sustainably produced palm oil or no palm oil at all.*

The Toronto Zoo strives to provide experiences and events that are accessible to all guests and vendors. Accommodation requests by guests and vendors for experiences and events are always welcome and every effort will be made to provide optimal support for the needs of guests and vendors with disabilities.



VENDOR CATEGORIES

ARTISAN Products created by an artisan

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

PROCESSOR Prepared food and beverages

(Must abide by Toronto Public Health guidelines, submit 'Event Vendor Package', and provide Food Handler's Certificate Number)

- Chocolate
- Cookies
- Honey
- Jams
- Jellies
- Preserves
- Sweets

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

(Must abide by Toronto Public Health guidelines, submit 'Event Vendor Package', and provide Food Handler's Certificate Number)

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

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VENDOR FEES

VENDOR FEE* \$100.00 + HST per date

All vendors are located within the Toronto Zoo's Special Events Centre and SEC Patio. As all tables are all within the same vicinity, no booth location is considered to be a premium location. The Toronto Zoo is responsible for assigning all vendor locations and takes vendor requirements and the distribution of vendor types into consideration.

***Vendor fees are non-refundable and non-transferable.**

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)



VENDOR DETAILS

- The Holiday Marketplace will be an **indoor/outdoor event** located within the climate-controlled Special Events Centre, and it's adjoining outdoor patio. The Special Events Centre is located within the Discovery Zone in close proximity to the Zoo's Front Entrance (5 minute walking distance).
 - Outdoor vendors are responsible for bringing their own tent or canopy for weather protection. *Heaters and 1lb propane tanks will be provided for outdoor vendors as required.*
- **Vendor Load-in & Set-up Time:** 8:00-11:00 am on both Saturday, November 14th and Sunday, November 15th, 2026.
- **Vendor Tear-down Time:** 4:00-5:30 pm on both Saturday, November 14th and Sunday, November 15th, 2026.
- Due to the Toronto Zoo's operations and the location of the Holiday Marketplace, vendors will not have direct vehicle access to their vendor space. Vendors must be prepared to transport their products and/or display items from their vehicle to the vendor booth.
- The Marketplace will take place rain, snow, or shine. An inclement weather date will not be scheduled.
- The Toronto Zoo is not responsible for any theft, damage, claims, costs or expenses experienced by vendors and/or affiliates during the Marketplace.

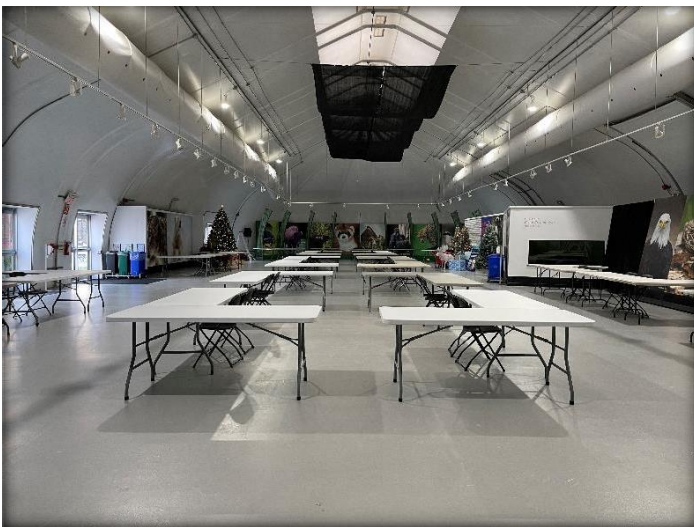
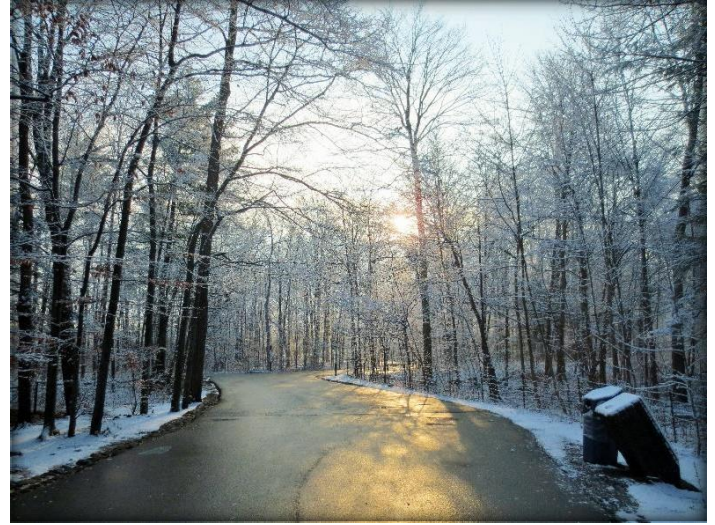


TORONTO ZOO RESPONSIBILITIES

- An event coordinator who will work with the vendor to coordinate logistics
- 1 vendor booth which includes:
 - ~8 ft x 8 ft footprint
 - 2x 6' rectangular tables
 - 2x folding chairs
 - WiFi access
- Electrical access is limited – please indicate requirement on Vendor Application
- Access to public washrooms
- Access to the Toronto Zoo for the vendor and up to two (2) staff
- Access to parking
- Early access to vendor booth for load-in and set-up

VENDOR RESPONSIBILITIES

- Booths must remain open and staffed for the full duration of the Marketplace
- Vendor signage
- Table coverings
- Additional display items required for your booth (e.g. shelving, wood crates). All items must be secure.
- 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



**Above pictures of the Special Events Centre are meant to provide Vendors with an understanding of the space and are not guaranteed representative of the event set-up for the Holiday Marketplace.*

PROMOTION AND DEMOGRAPHICS

The Toronto Zoo is open year-round and there is always plenty to do and see in each season, including the winter! The Marketplace is a family-friendly market that is open to all ages. The Zoo's primary demographic is families with children, but we are seeing increasing numbers of adult-only groups.

The Marketplace will be promoted on the Toronto Zoo's website (torontozoo.com) and across our social media platforms ([Instagram](#), [Facebook](#), & [X](#)). All vendors will have a listing on the specific Marketplace webpage. 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

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, burners, microwaves, or portable heaters (unless otherwise permitted)
- Firearms, weapons, pyrotechnics, and fire
- Alcohol, except when purchased and consumed under the alcohol consumption license 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. All items and activities must 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

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.

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, conservation science, and traditional knowledge 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

