



Heritage Skills Development Centre
(HSDC)

Presents

8th Annual Afro-Carib Fest (ACF)

Saturday, 24th, August, 2019 &
Sunday, 25th August, 2019
(12 pm- 9pm)

Albert Campbell Square,
Scarborough Civic Centre



Helping Families Build a Strong Foundation



[f /SACFestival](https://www.facebook.com/SACFestival)

[@AfroCaribFest](https://twitter.com/AfroCaribFest)

[#AfroCaribFest](https://www.instagram.com/AfroCaribFest)



2019 AFRO-CARIB FEST (ACF) VENDOR INVITATION PACKAGE

Dear Vendor:

Heritage Skills Development Centre (HSDC) is pleased to invite you to join our 8th annual "Afro-Carib Fest (ACF)" taking place on **Saturday, August 24 and Sunday, August 25, 2019 at the Albert Campbell Square inside the Scarborough Civic Centre (150 Borough Drive) from 12:00 pm to 9:00 pm. The festival is FREE and open to the public.**

The Festival will celebrate the music, arts, culture and heritage of the African and Caribbean communities and beyond. This exciting, family fun-filled event that includes: live musical performances, marketplace vendors, drum and dance, beauty lounge, arts & crafts, business expo, dance competitions, prize giveaways and much more! The festival provides an opportunity for you, the vendor, to showcase your products/ services, promote your ideas, network and capture customers to grow your business. It is also an excellent opportunity to engage with the local and international visitors.

GENERAL VENDOR PRICE*

**Early Bird Price: Until June 7th, 2019
(Subject to Availability)**

General: \$450 (10'x10') || \$600 (10'x 20');
Food: \$600 (10'x10') || \$800 (10'x20');
Truck: \$600;
Non-Profit: \$350 (10'x10')

**Regular Price: June 10th-
August 16th, 2019**

General: \$500 (10'x10') || \$650 (10'x 20');
Food: \$650 (10'x10') || \$850 (10'x20');
Truck: \$650;
Non-Profit: \$400 (10'x 10')

**These Prices are for the 2 Days of the Festival*

CORPORATE VENDOR PRICE**

Early Bird Price*: Until June 7th, 2019
(Subject to Availability)**

General: \$650 (10'x10') || \$800 (10'x 20')

Regular Price*: June 10th-
August 16th, 2019**

General: \$700 (10'x10') || \$850 (10'x 20')

***Corporate companies with 20 or more employees
*** Front or centre stage booth*

Thank you for considering "Afro-Carib Fest" as a venue to showcase your business, products and services. We are excited and looks forward to having you onboard this year.

Sincerely,

Charity Lebeanya
Executive Director

Contact:

Phone: 416-345-1613

Fax: 416-345-8696

info@hsdconline.org

info@scarboroughafrocaribfest.com

ABOUT AFRO-CARIB FEST (ACF)

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The award winning Afro-Carib Fest (ACF) is one of the fastest growing multicultural community festivals, established by the non-profit organization, **Heritage Skills Development Centre (HSDC)**. It is a 2-day festival that celebrates the diversity of Afro-Caribbean cultures and other ethnic communities that make up the fabric of Canada through music, arts, dance and food. The goal of ACF is to foster civic pride, bridge cultural gaps, engage audiences and to build a vibrant, happy community!

40
Media including
CP24, CTV, G98.7

Over **60**
Local Vendors

**Arts,
Culture,
Community**

30,000
Expected Attendees
in 2019

Advertised and
Outreached to over
2 million
people in 2018

Live
Performances

28,700
Attendees in 2018

**Special
Guests**
Community Leaders

3 FESTIVAL FACTS

12,500 visitors in 2015

20,940 visitors in 2016

24,250 visitors in 2017

28,700 visitors in 2018

We are expecting over 30,000 in 2019!



VISITORS WILL ENJOY

- Live Musical Performances from local and international artists
 - Drum Circle / Dance Workshops
 - Fashion Show
 - Vendor Exhibition
 - African, Caribbean and other Ethnic Cuisines
 - Dance Competitions
 - Kids Play Zone
 - Networking Opportunities
 - Special Guests; Celebrities, MPs, MPPs, Councilors and other important personalities
- and much More!



TERMS AND CONDITIONS (1/2)

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BOOTH/VENDING: AREA RULES

- **Vendors must have their booth/vending area open and occupied during the hours of the festival. By agreeing to participate in the Afro-Carib Fest (ACF), vendors are expected to stay until the end of the festival (9:00pm).**
- ACF organizers reserve the right to prohibit the display and/or distribution of materials deemed illegal, obscene or otherwise offensive.
- ACF reserves the right to intervene in facility use, and public safety related issues.
- **ACF assumes no responsibility for sales, inclement weather, nor guarantees attendance.**
- Booth vendors agree to accept full responsibility for all materials and goods which they sell, use or display in the booth area.
- **You are required to bring ONLY 1 tent (10' x 10'), tables and chairs. There is an additional fee for a 10' x 20' space, (must pay specified amount) before set up. Please discuss with ACF team if you require a bigger tent or additional space than the standard 10' x 10'. Any Vendor that sets up additional space outside of the contract will be asked to immediately shut down without refund.**
- Only the products of the said vendor, as specified on the contract, will be shown, exhibited and sold. Any additions and/or substitutes to booth merchandise must be pre-approved by ACF
- ACF reserves the right to ask a vendor to adjust their menu items prior to event as to reduce duplication
- **Food vendors are responsible for bringing their own generators and providing their own electricity.**
- **All food vendors using barbeques or grills must provide their own barricades.**
- **Food vendors are required to have a plank or board under all cooking surfaces.**
- **Charcoal usage is not permitted for food vendors.**
- The festival is a "rain or shine" outdoor event. Be prepared.
- You are required to bring your own dolly or moving apparatuses as ACF will not be providing any equipment.
- Any booths/trucks that are not registered with ACF will be denied on the festival ground
- Community Non-profit organizations are not permitted to sell on festival grounds
- Vendors are responsible for securing loose cables and cords to prevent tripping hazards.
- All Vendors are required to submit their liability insurance
- All Food Vendors are required to complete Health forms (please contact ACF staff for details).

FEES AND CANCELLATIONS

All fees must be made payable to **Heritage Skills Development Centre by August 16, 2019.** Non-sufficient fund cheques will be levied a \$45 service charge. No cancellations are permitted once vendors agree to participate. **A refund, under any circumstance, will not be issued. Cash, certified cheques, money orders or bank drafts will only be accepted.**

REGISTRATION AND SET UP

Vendors must check-in and be prepared to set up their booth or vending area between the times assigned by event team. Set-up times will be allotted based on a first-registered, first-served basis.

TERMS AND CONDITIONS (2/2)

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GARBAGE

Vendors are responsible for maintaining cleanliness and sanitation of vending and food preparation areas. Vendors must provide their own heavy duty garbage bags and must place garbage and broken down boxes in the designated area at the back of the square. **Inappropriate disposals of garbage will result in a \$500 charge.**

VENUE ACCESS

Vendors may access Albert Campbell Square through Brian Harrison Way (see attached map). Please do not drive down the stairs. Vendors may park your car in the parking lot marked **Employee Parking Lot**. Notify the attendant that you are with the festival.

SECURITY

Vendors are responsible for assuming the risk of their own operations and equipment. We will not be responsible for any loss or damage.

WASHROOMS

Public washrooms are located inside the Scarborough Civic Centre building just off Albert Campbell Square and inside Scarborough Town Centre.

TAKE DOWN

All equipment must be removed from the site no later than 10:30 pm on Sunday, August 25. Equipment remaining on site will be disposed of as deemed fit.

CLEANING

The site must be left clean by all vendors. Please dispose of your garbage, cooking materials, and any other waste at the dumpster located at the back. No food items, grease or oil should be spilled or left on the square. **Anyone found in violation of this will be subject to a \$500 clean up charge.** All food vendors using barbeques or grills must provide their own barricades, and **charcoal usage is not permitted.**

FOOD VENDORS

Food vendors must make an additional deposit of \$200 that will be returned upon satisfactory inspection of their vending area after the festival. Please note, **all food vendors must provide their own electricity and generators.**

**PLEASE KEEP THESE RULES FOR YOUR REFERENCE
THANK YOU FOR UNDERSTANDING & CO-OPERATION**

AFRO-CARIB FEST (ACF)

VENDOR SCHEDULE

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TIME	SCHEDULED EVENT	DESCRIPTION
7:30AM –11:00AM	All vendors on-site to register and set-up (Sat, Aug 24th)	Registration and vehicles allowed on site for set-up. Space/set-up time allotted in advance.
11:00AM	Booth Inspection (Sat & Sun: Aug 24th & 25th)	All set-up vehicles must be removed by 11:30 am
12:00PM	Festival opens (Sat: Aug 24th)	Festival declared open and the entertainment program begins. All vendors open for business and ready to receive patronage.
8:30PM	Vendors begin tear down (Sun: Aug 25th)	All vendors begin packing their goods and services, tables, cleaning up and prepare for departure
9:00PM	Festival Closes (Sun: Aug 25th)	All equipment, furnitures and other items must be removed from the festival arena no later than Sunday, August 25 at 10:30PM.

1 2019 ACF VENDOR APPLICATION FORM

Saturday, August 24 and Sunday, August 25, 12pm to 9pm



**All food vendors must make an additional deposit of \$200 to ensure there is no grease spill/garbage left behind. The deposit will be reimbursed upon site inspection after the festival.*

VENDOR INFORMATION

Business Name:

Vendor Type and Requested Booth Size:

Primary Contact Name:

Secondary Contact Name:

Full Address:

Primary Telephone:

Cell number:

Email Address:

Website:



Other:

GENERAL INFORMATION (PLEASE CHECK THE OPTION THAT YOU NEED)

Water Access: <input type="checkbox"/> Yes <input type="checkbox"/> No		Electricity:** Yes <input type="checkbox"/> No	
Type of Products:	<input type="checkbox"/> Food	<input type="checkbox"/> Beverage	<input type="checkbox"/> Merchandise
	<input type="checkbox"/> Non-Profit	<input type="checkbox"/> Truck	<input type="checkbox"/> Services
Items with Price:			

*** Please note: Food Vendors are required to bring their own generators if they require electricity*

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2019 ACF VENDOR APPLICATION FORM

Saturday, August 24 and Sunday, August 25, 12pm to 9pm



I understand

- the full payment is due by August 16th, 2019 and is non-refundable
- I have read and fully understand the terms & conditions and agree to abide by them.

Vendor Name (print):

Authorized Signature:

Date:

Please mail, email, or fax completed form along with payment to:

Heritage Skills Development Centre
400 McCowan Road, (Ground Floor)
Scarborough, Ontario, M1J 1J5
Email: info@scarboroughafrocaribfest.com
Website: www.scarboroughafrocaribfest.com
Fax: 416-345-8696

Payment is accepted in: Cash, Certified Cheques, E-Transfers, Money Orders or Bank Drafts ONLY.

Please make cheques, money orders/bank drafts payable to: Heritage Skills Development Centre.

Send e-transfer payments to: madelinenwokeji@hsdconline.org

Drop off cash at our office at: 400 McCowan Road, (Ground Floor), Scarborough, ON, M1J 1J5

Submission Checklist:

- ☐ COMPLETE Vendor Application
- ☐ Full payment in the accepted methods

ADVERTISING OPPORTUNITY

Reach a larger audience through advertising in our official ACF 2019 Booklet, which contains festival information, performance/artists, contests, greetings, local special businesses and much more! This will be printed and distributed in over 35,000 copies as well as updated on our website, with web traffic of over 56,000 visitors per month.

Materials are due by August 13, 2019.

- | | | | |
|---|-------|--|---------|
| <input type="checkbox"/> Full page ad | \$500 | <input type="checkbox"/> Inside front cover page | \$900 |
| <input type="checkbox"/> 1/2 page | \$300 | <input type="checkbox"/> Inside back cover page | \$900 |
| <input type="checkbox"/> 1/4 page | \$200 | <input type="checkbox"/> Outside back cover page | \$1,500 |
| <input type="checkbox"/> Business card size | \$100 | | |