



2022 *Toronto Chinatown Festival*

Vendor Proposal



CHINATOWN

"SPADINA & SULLIVAN ST. - COLLEGE ST.
AND
DUNDAS ST. W. & AUGUST AVE. - BEVERLEY ST."

Toronto Chinatown (多倫多華埠) is a **vibrant neighborhood** that is home to ethnic Asian immigrants. It is one of the largest Chinatown in North America and continues to change and grow over the years.

CHINATOWN BIA

Chinatown Business Improvement Area
(Chinatown BIA) is a **not-for-profit** agency
of the City of Toronto.

MISSION



TO PRESERVE THE ASIAN HERITAGE AND CULTURE



TO IMPROVE ON CHINATOWN'S STREETScape, CLEANLINESS AND SAFETY



TO ORGANIZE VARIOUS EXCITING EVENTS AND PROJECTS TO PROMOTE THE AREA AND ATTRACTS HUNDREDS OF THOUSANDS OF VISITORS AND LOCALS TO EAT, SHOP, AND EXPLORE THE NEIGHBORHOOD



OUR MISSION

”

**Realizing the full potential of
Toronto Chinatown &
Make Chinatown a MUST-VISIT
location for both locals and
tourists.”**



TORONTO CHINATOWN FESTIVAL

20th

250,000

Our annual street festival started in 2000.
We are excited to announce this year is our
20th year after postponing for 2 years due
to pandemic!

It attracted around 250,000
visitors in 2019 two-day event.



TORONTO CHINATOWN FESTIVAL



DATE

August 20, 12:00 noon – 11:00 pm
August 21, 11:00 am – 8:00 pm

LOCATION

West side of Spadina Avenue
(between Sullivan St & St. Andrew St.)

THEME

My Chinatown: Past, Present & Future

Let's look back to the historical stories in Chinatown and create its future. You could gain lots of inspiration from our community artworks!

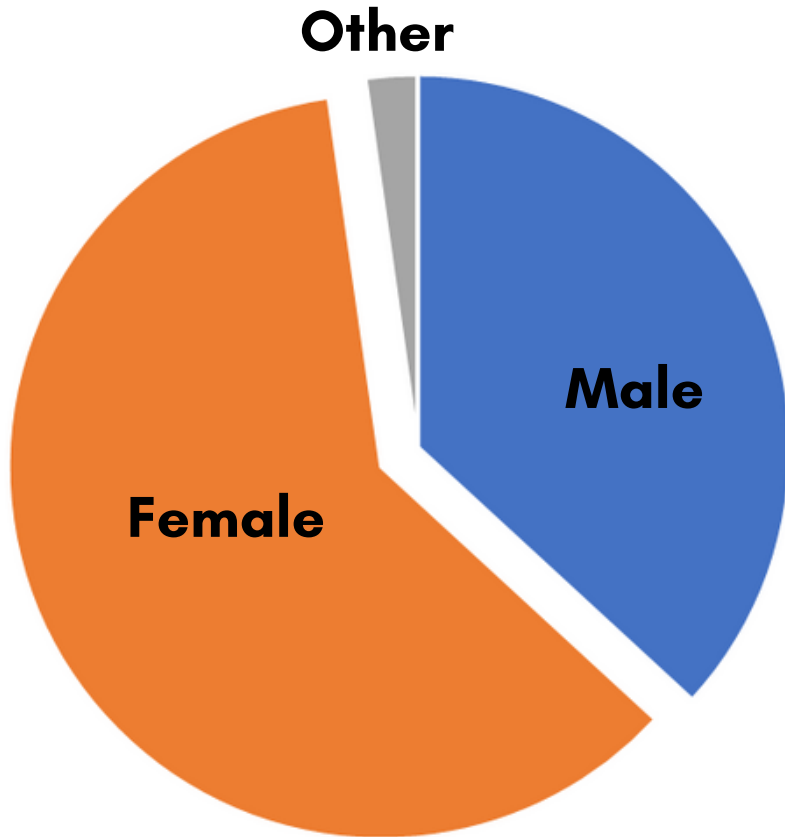




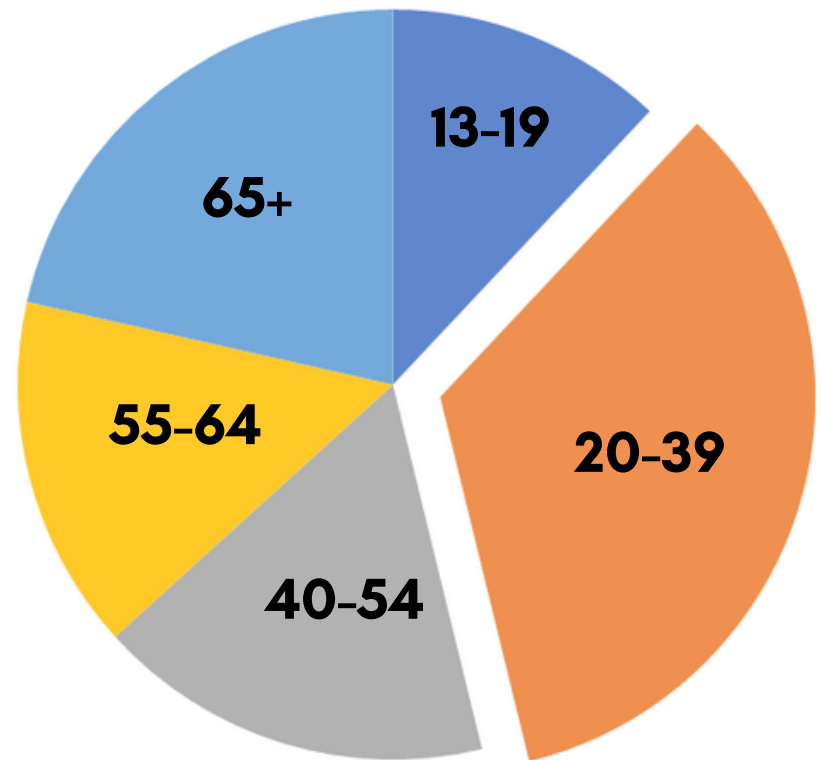
ATTRACTIONS

- 10+ Hours Cultural Performance
- Lion Dance & Dragon Dance
- Multicultural Street Food Vendors
- Scavenger Hunt
- Community Artwork Exhibition
- Kung Fu Performance
- 80+ Vendor booths
- Free Chinatown Walking Tour
- Lucky Draw
(Prize value over \$5,000)

AUDIENCE

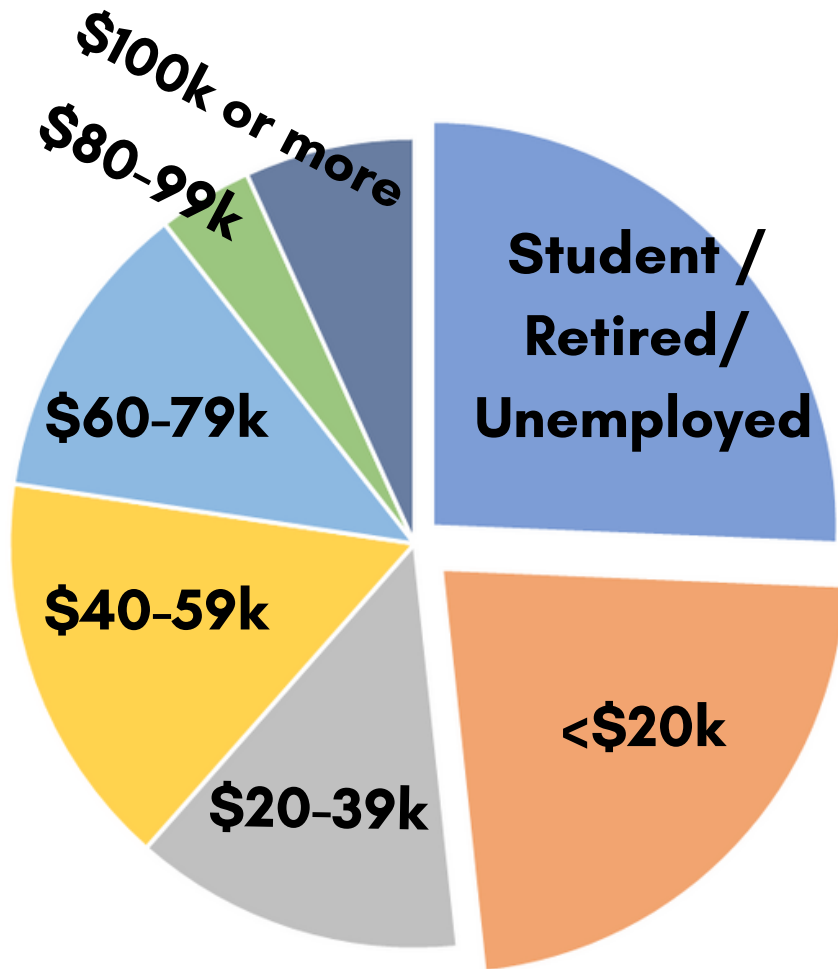


Gender

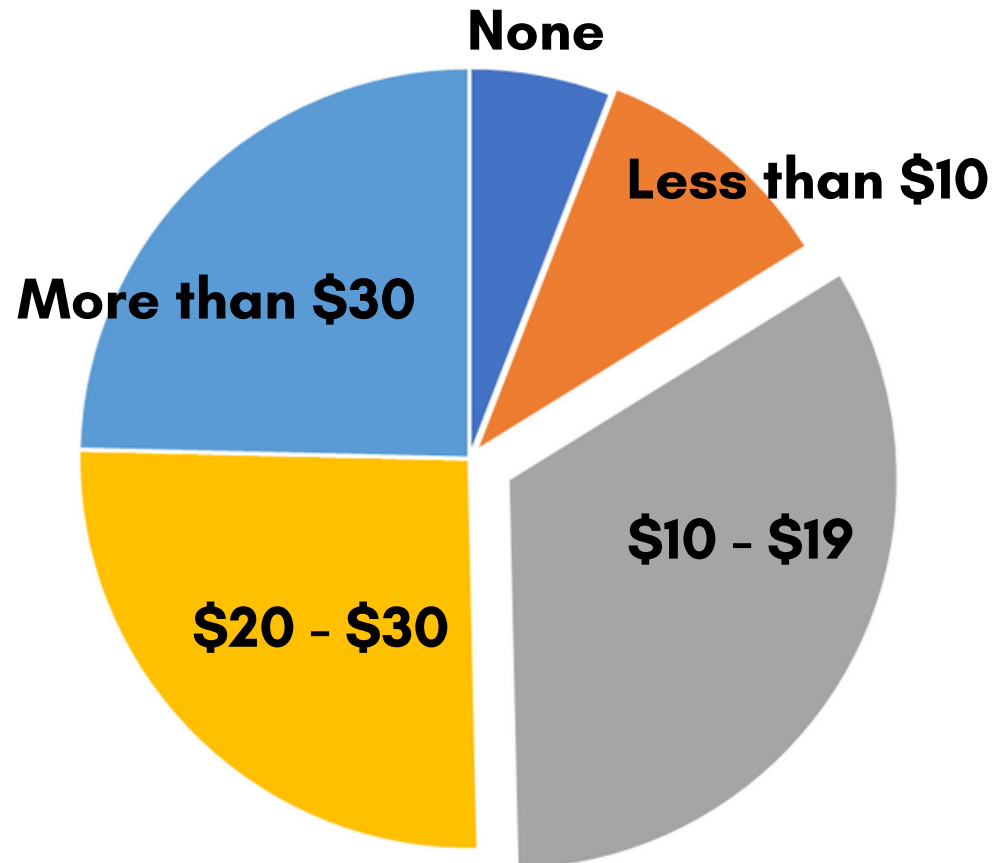


Age

AUDIENCE

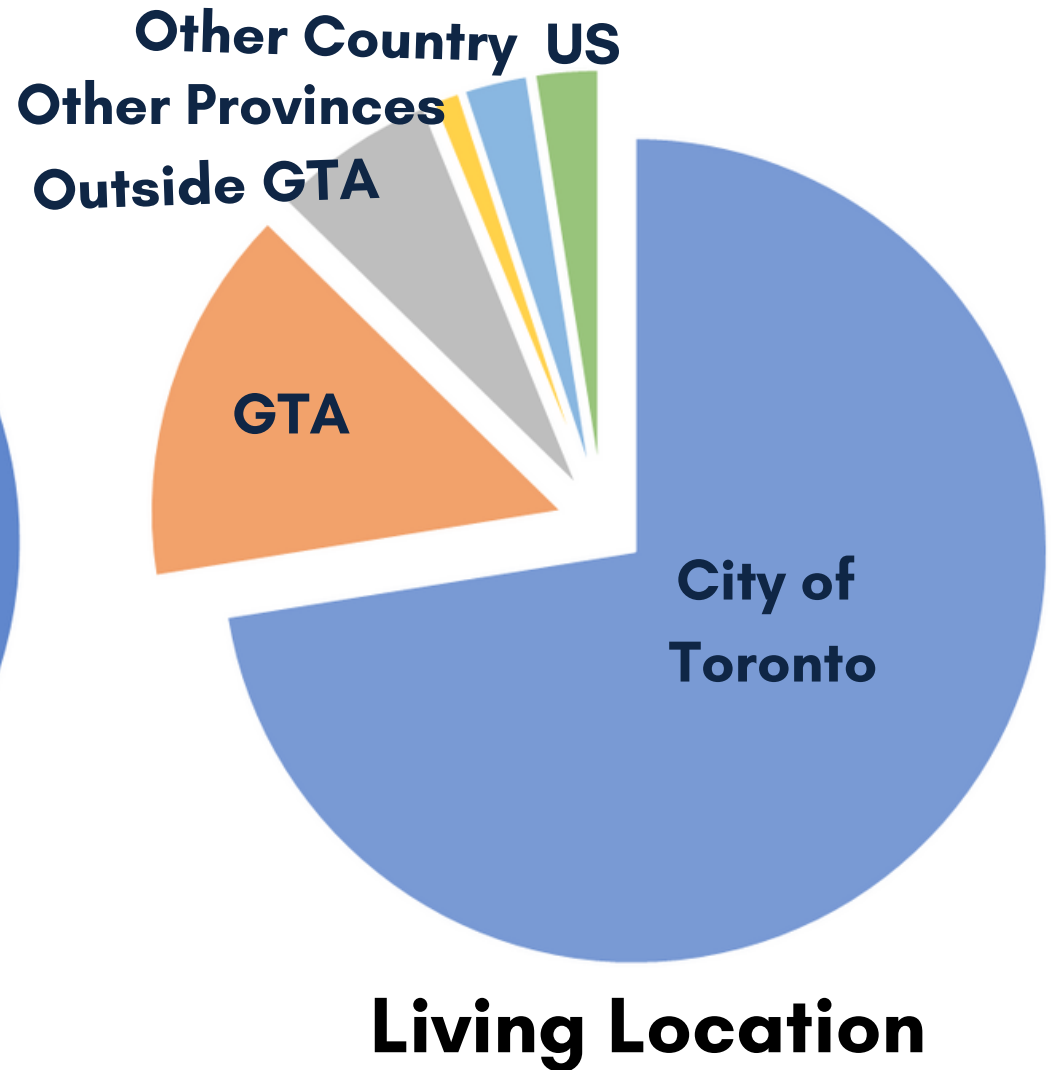
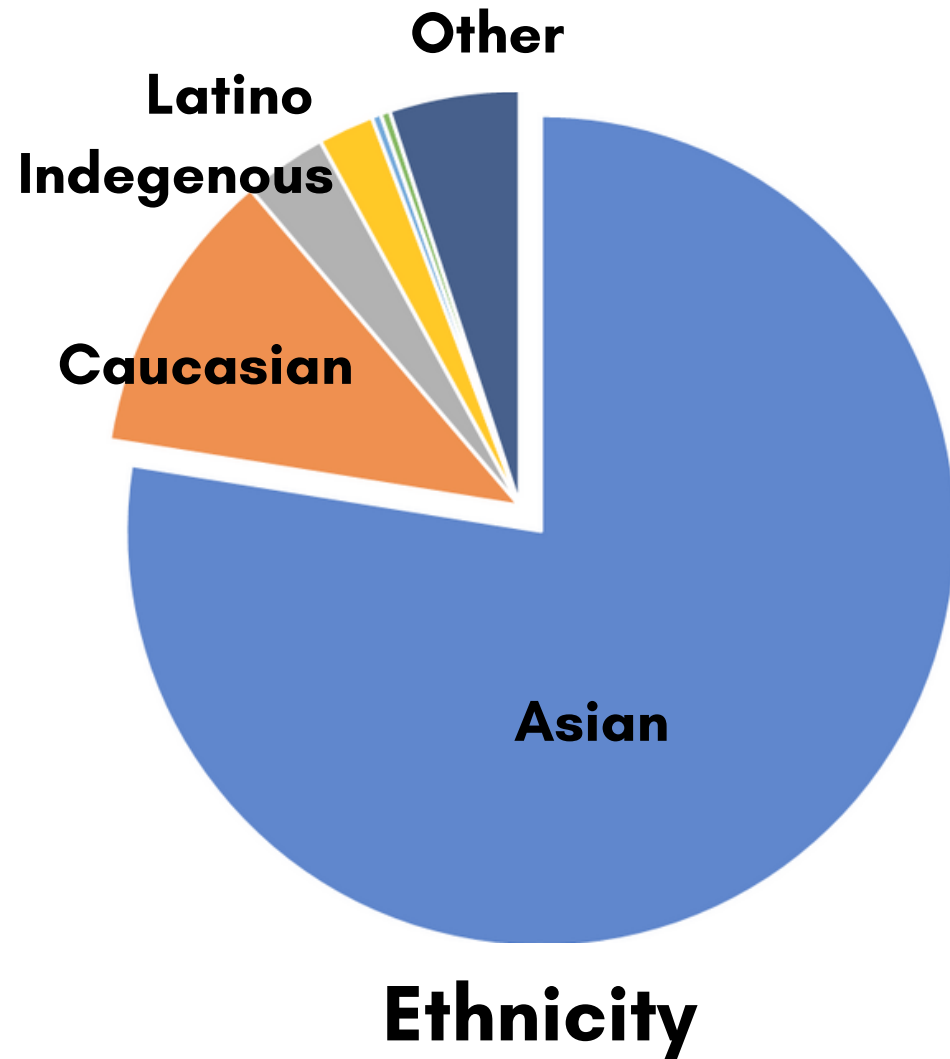


Household income



Spending Intention

AUDIENCE





Digital

Use of social media
CBIA website
Ads & Press on online media

Offline

Print advertising
Promotions at local community
Press Conference

Partnerships

Partnering with local community organizations

SOCIAL MEDIA



46k+ reach on
Facebook ads



14k+ reach on
instagram
campaign



4k+ Impression
on 2019 TCF
tweets

BOOTH RENTAL

Booth includes:

- A tent (10 ft by 10 ft)
- A table (6 ft)
- 2 chairs
- Lighting at night
- 15 Amps outlets are available for \$200 each (no generators allowed this year)

Rental Fee:

Non-Profit Organization

\$200 + tax = \$226

General Merchandise & Services

\$500 + tax = \$565

Food & Beverages

\$1200 + tax = \$1,356

Food Truck

\$1500+ tax = \$1,695



PROMOTION!

Early Bird Promotion for external vendors:

- If you complete registration and payment **before July 1, 2022**, you may enter a lucky draw. ONE winner will receive a **FREE** booth!

Early Bird Promotion for Chinatown BIA Members:

- If you complete registration and payment **before July 1, 2022**, you can get a **20% discount!**





WE WOULD LOVE TO HEAR FROM YOU!

BERYL SHER

Administrative Director

SHULIN FENG

Project and Event Planner

ELLEN SIU

Project Coordinator