

# 2023 Toronto Chinatown Festival

## Vendor Package





# 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.

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## 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

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”

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

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TORONTO

CHINATOWN FESTIVAL

23rd

280,000

Our annual street festival started in 2000.  
We are excited to announce this year is  
our **23rd** year

It attracted around 280,000  
visitors in 2022 two-day event.



# TORONTO CHINATOWN FESTIVAL

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## DATE

August 19, 12:00 noon – 11:00 pm  
August 20, 11:00 am – 8:00 pm

## LOCATION

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





# ATTRACTIONS

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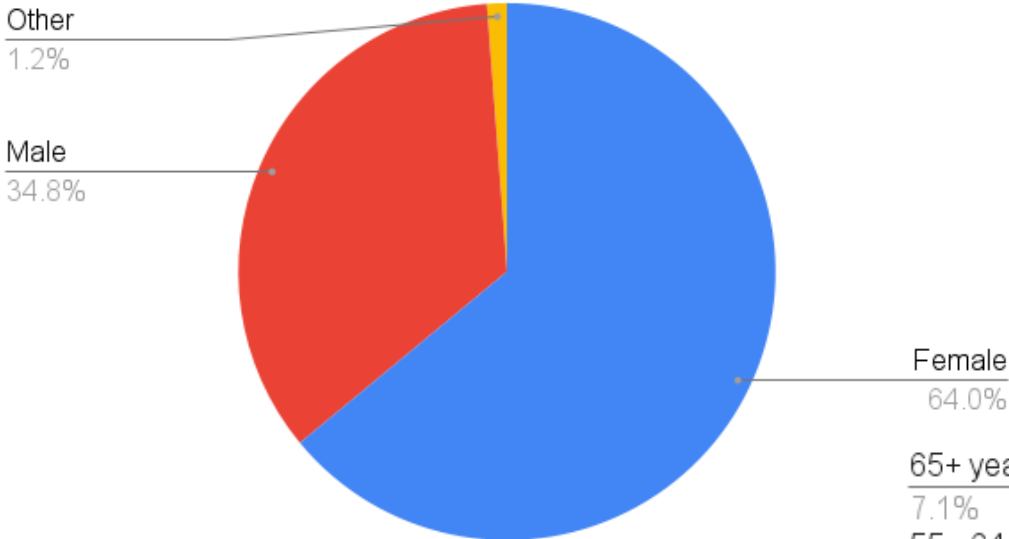


- 20 Hours Cultural Performance
- Kung Fu Performance
- Lion Dance
- 80+ Vendor booths
- Multicultural Street Food Vendors
- Free Chinatown Mural Walking Tour
- Lucky Draw

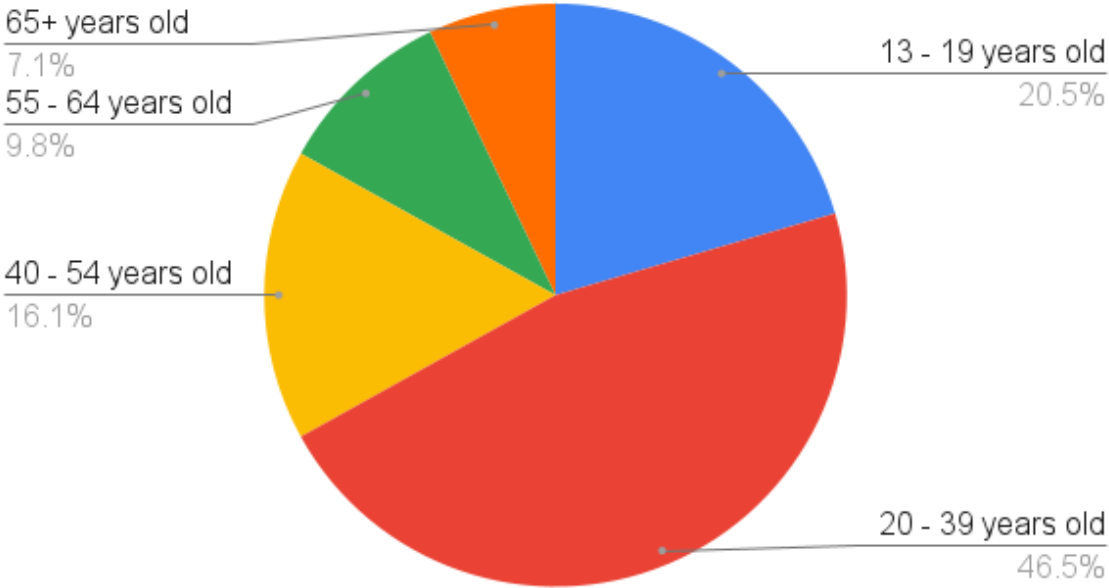


# 2022 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

## Gender



## Age

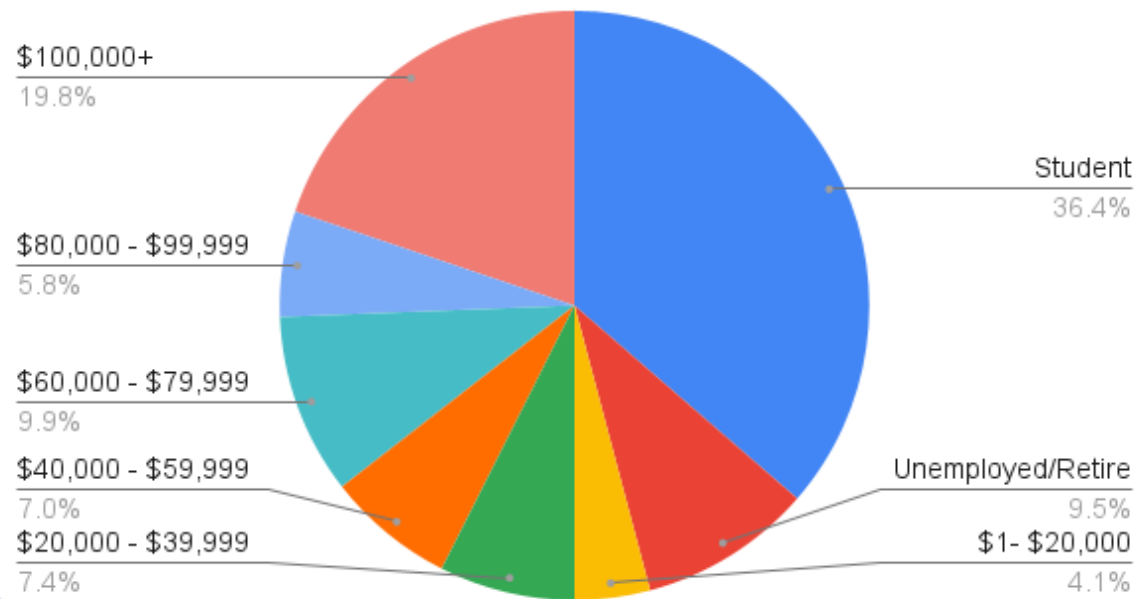
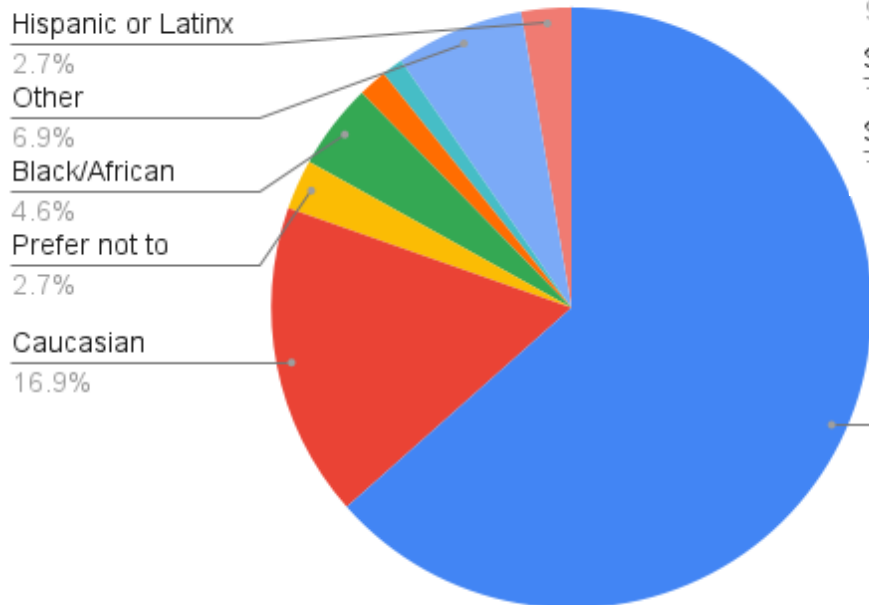




# 2022 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

## Household income

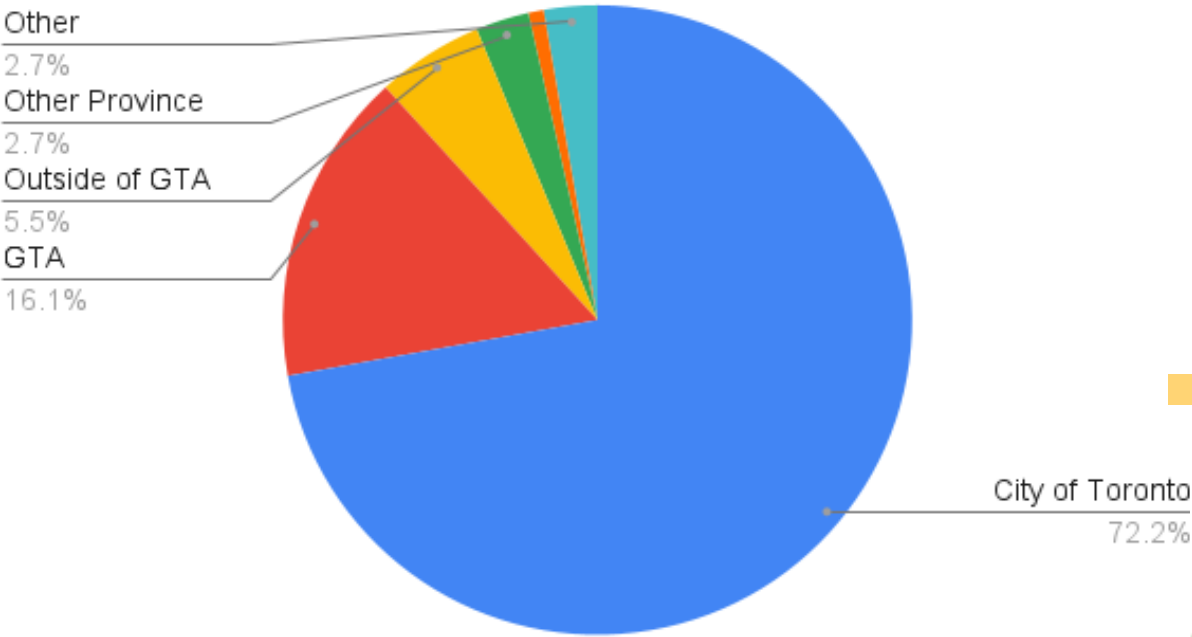
## Ethnicity



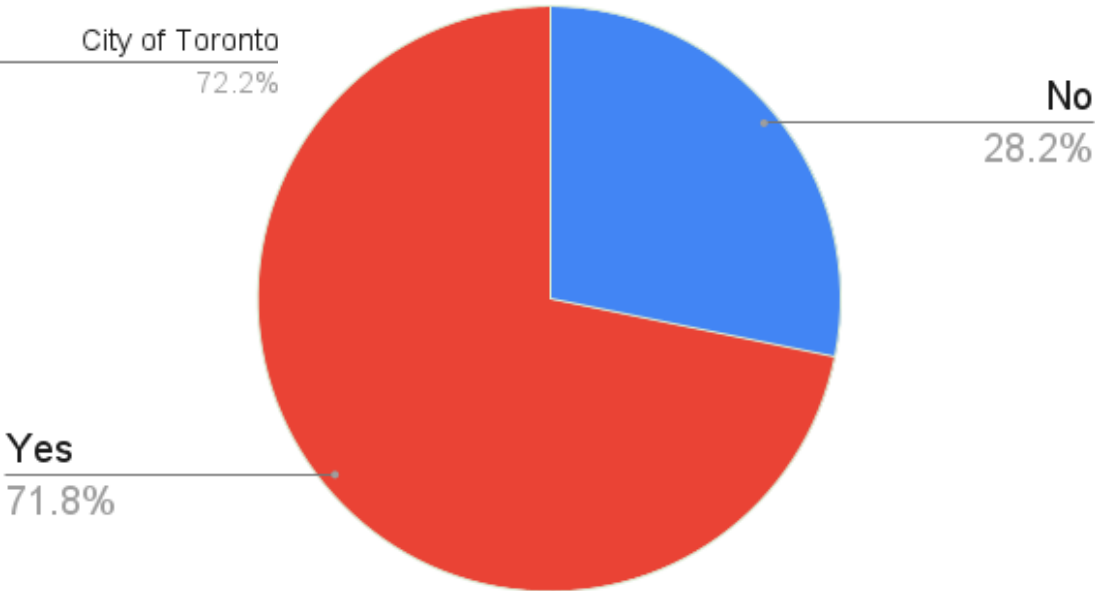
Asian  
63.5%

# 2022 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

## Living Location

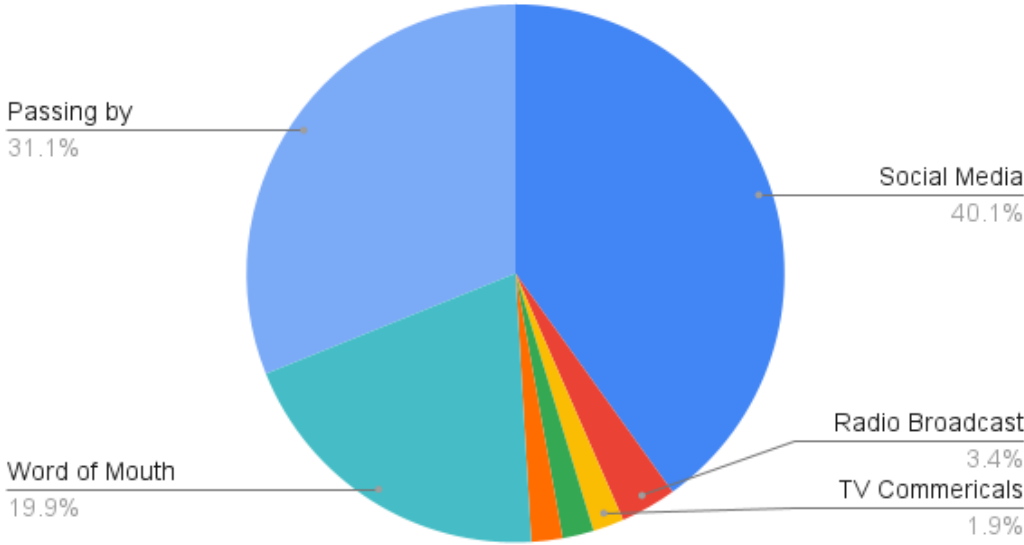


## Have you been to this event before?

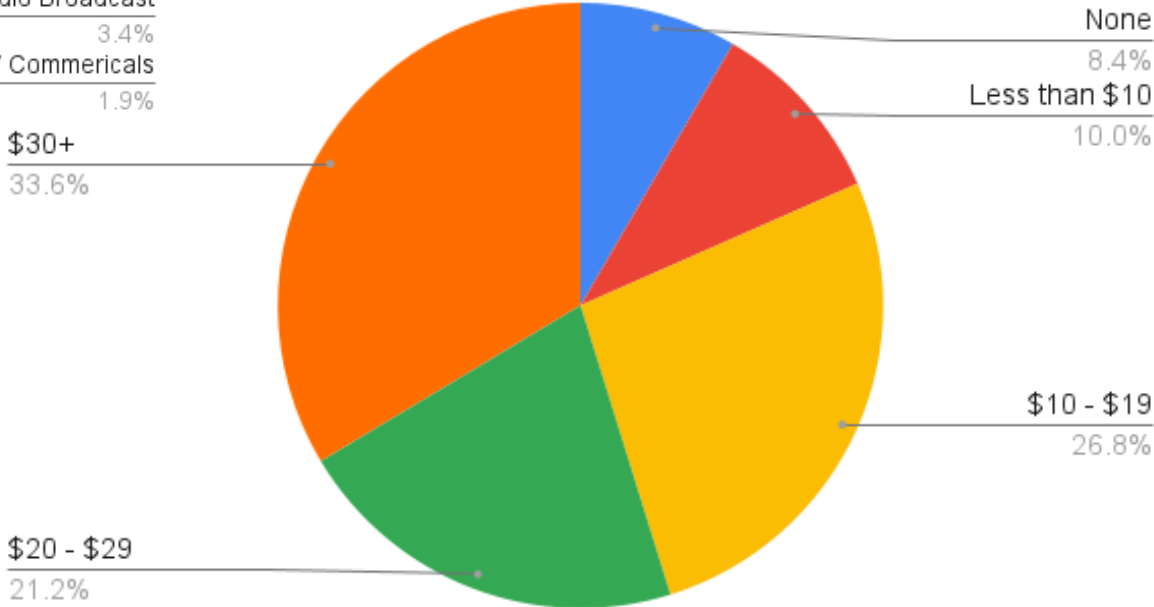


# 2022 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

How do you know this event?

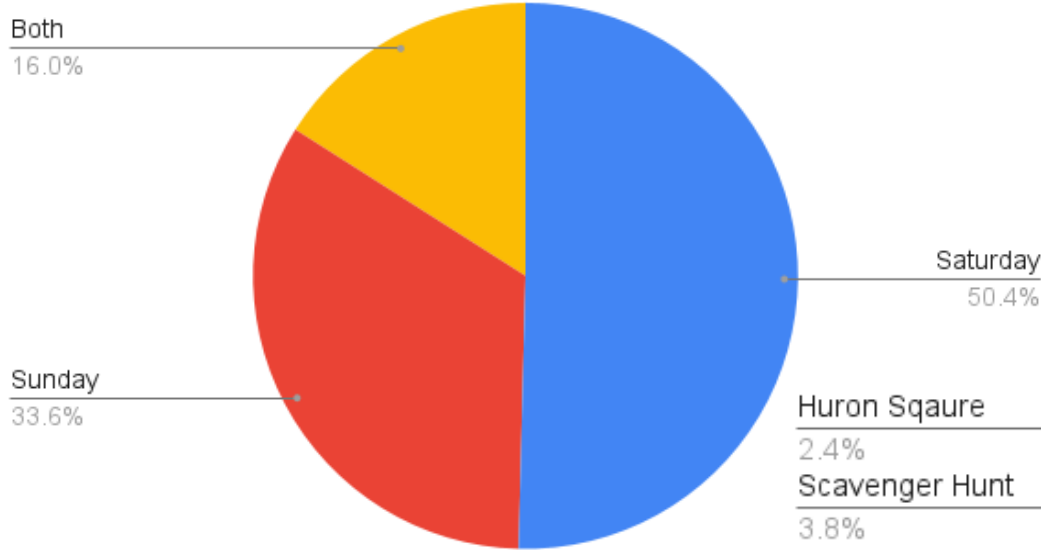


How much do you plan to spend in the event?

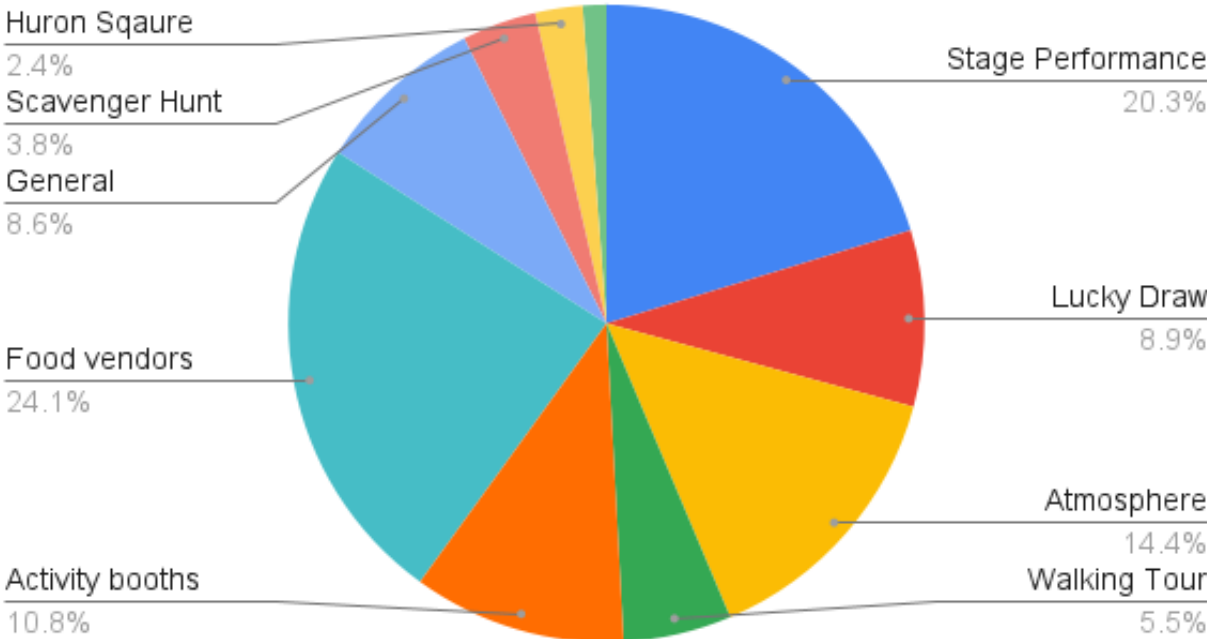


# 2022 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

When did you join the event?



Your favorite part in the event





## 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

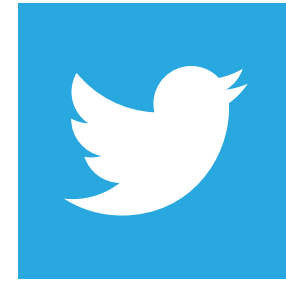
# SOCIAL MEDIA



**60k+** reach on  
Facebook ads



**73k+** reach on  
Instagram  
campaign



**10k+** Impression  
on 2022 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)

## Rental Fee:

Non-Profit Organization

\$300 + tax = \$339

General Merchandise & Services

\$750 + tax = \$848

Food & Beverages

\$1,500 + tax = \$1,695

Food Truck

\$2,000+ tax = \$2,260



# EARLY BIRD PROMOTION

If you complete the registration and payment **before June 30th, 2023**, you may get the following discount:

Non-Profit Organization

**\$250** + tax = \$283

General Merchandise & Services

**\$600** + tax = \$678

Food & Beverages

**\$1,350** + tax = \$1,526

Food Truck

**\$1,750** + tax = \$1,978





# WE WOULD LOVE TO HEAR FROM YOU!



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**CHINATOWN**bia   
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