



2024
Toronto Chinatown
Festival

Vendor Package

CHINATOWN

Along Spadina Ave. from Sullivan St. to College St.
and
Along Dundas St. W. from Beverley St. to Augusta
Ave.

Toronto Chinatown (多倫多華埠) is a vibrant neighborhood that is home to ethnic Asian immigrants and peoples of many other ethnicities.

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 2024

24th

Our annual street festival started in 2000. We are excited to announce this year is our **24th** year

300,000

300,000 visitors enjoyed our 2023 two-day event.



TORONTO CHINATOWN FESTIVAL 2024

DATE

August 17, 12:00 noon – 11:00 pm
August 18, 12:00 noon – 8:00 pm

LOCATION

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



ATTRACTIONS

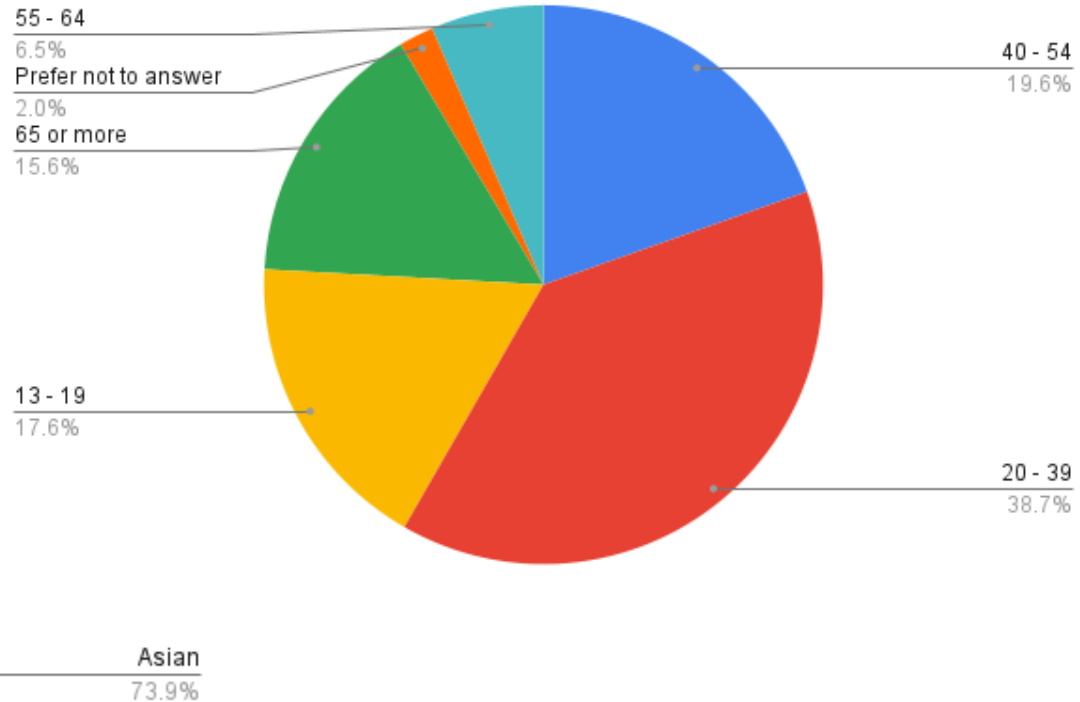
- 18+ Hours Multi-Cultural Performances
- Lion Dance
- Kung Fu Performances
- Lucky Draws
- 80+ Vendor booths
- Free Chinatown Walking Tour
- Multicultural Street Food Vendors

2023 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

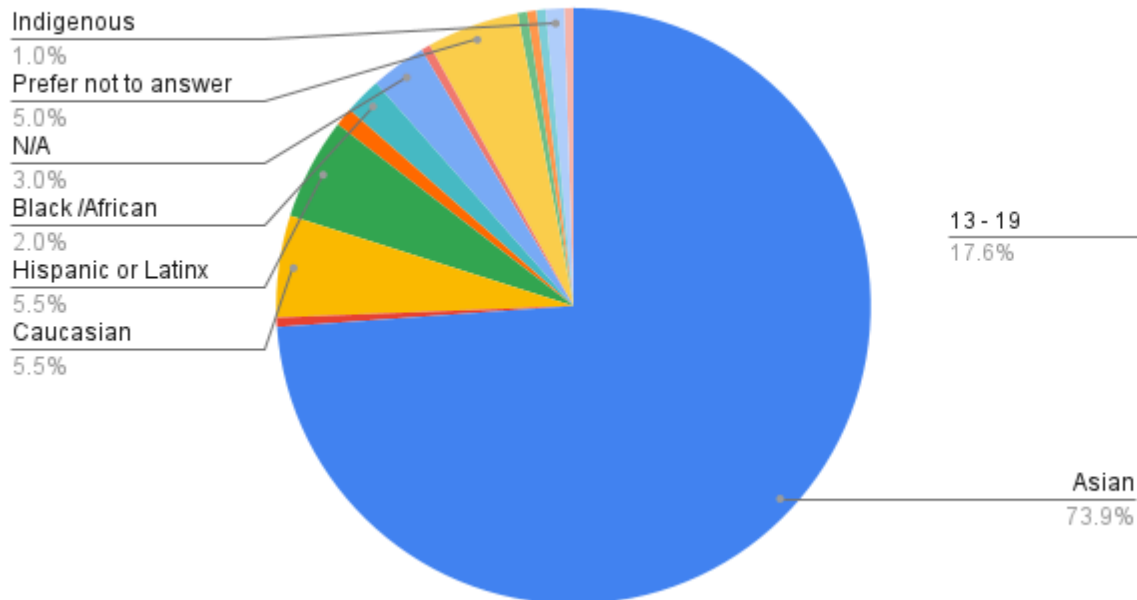
Age

Ethnicity

Customer age group



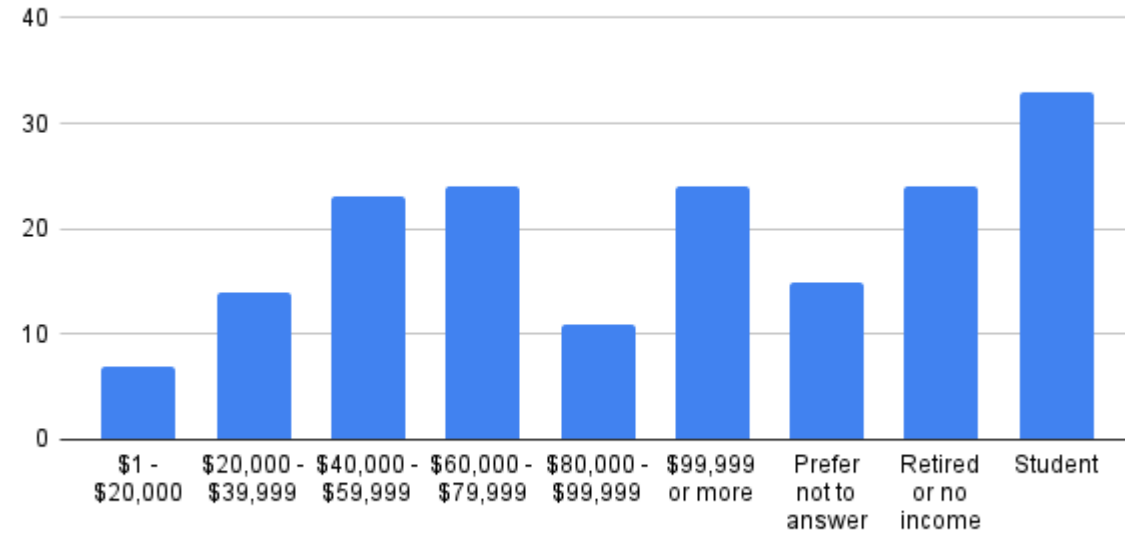
Customer ethnicity



2023 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

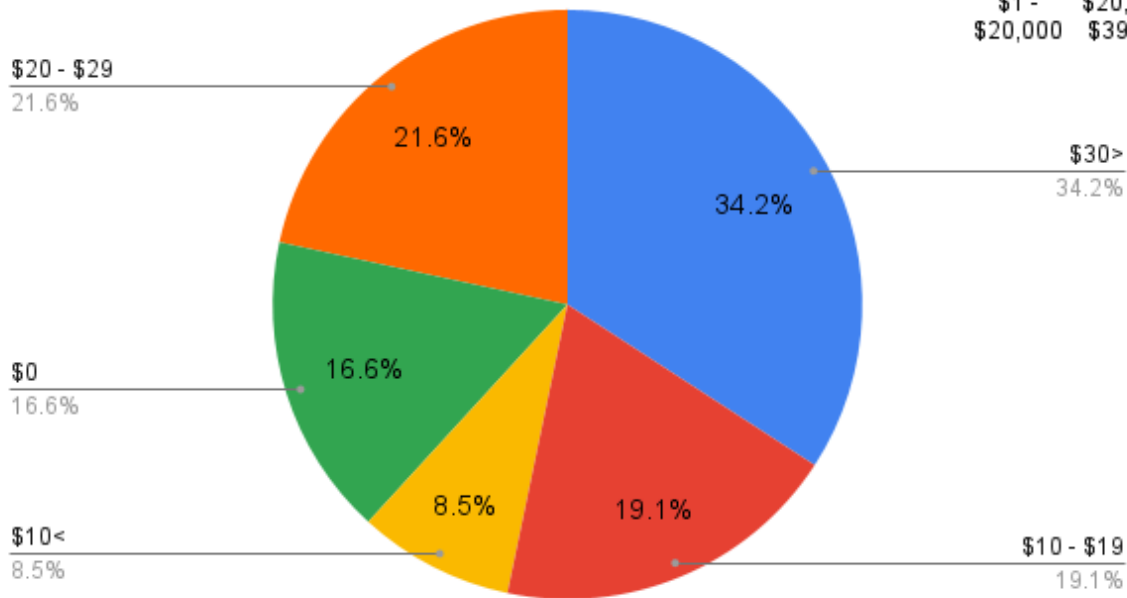
Income

Count



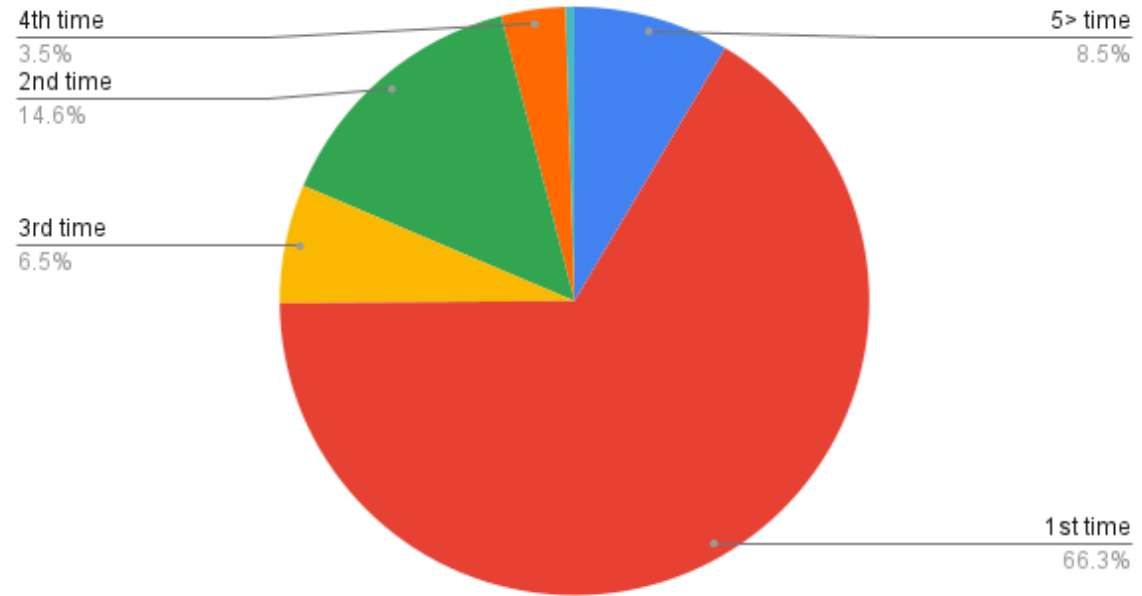
Spending

Customer Spending Estimate



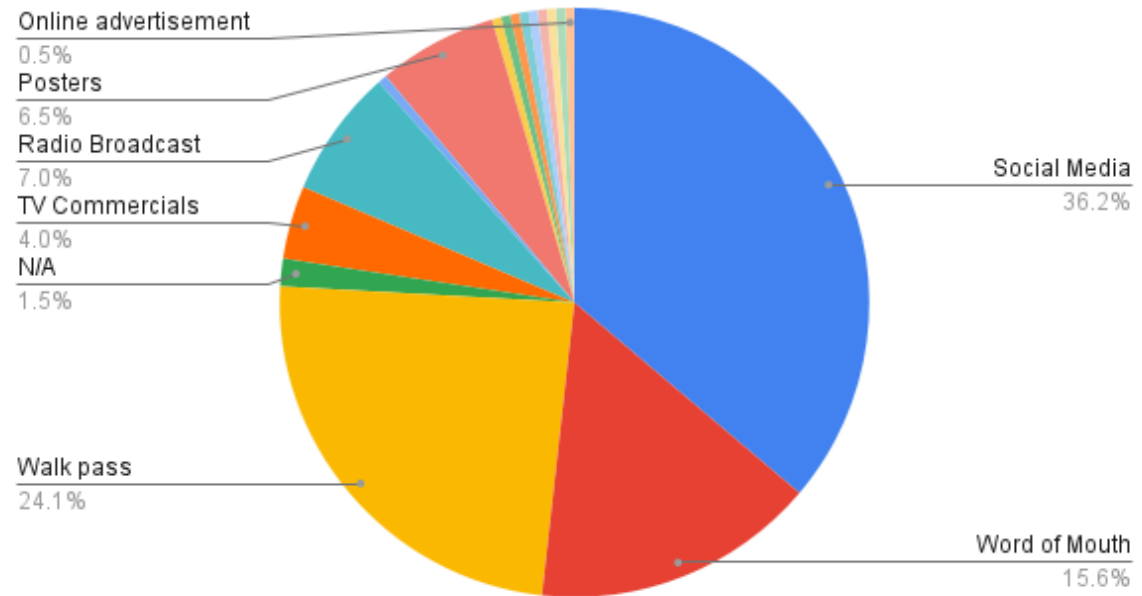
Past Involvement

Toronto Chinatown Festival Past Involvement

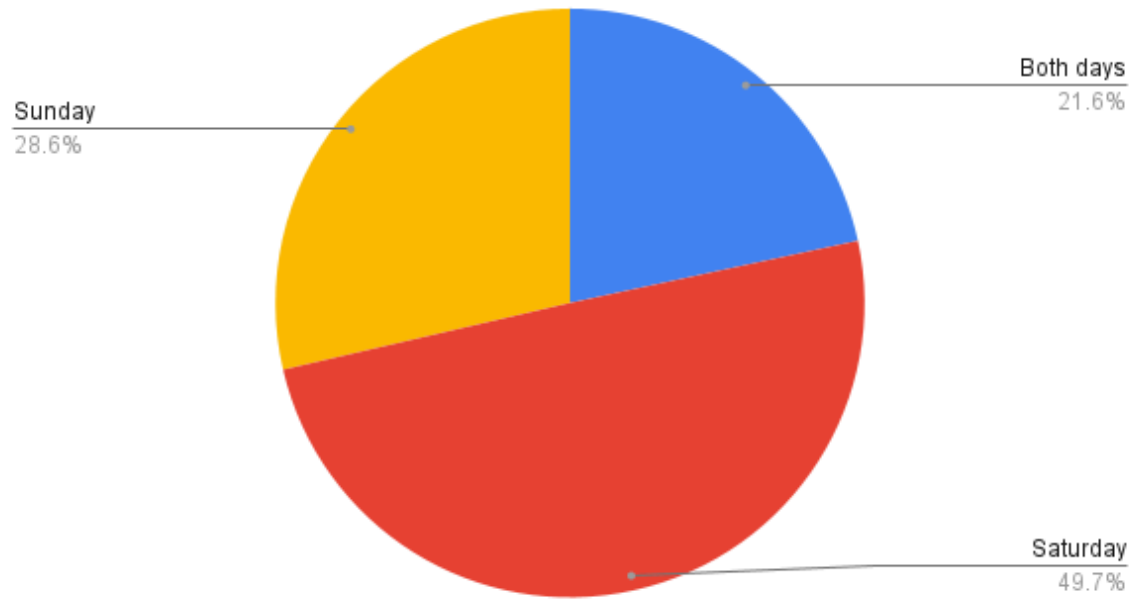


How to find us

How customer aware of our event

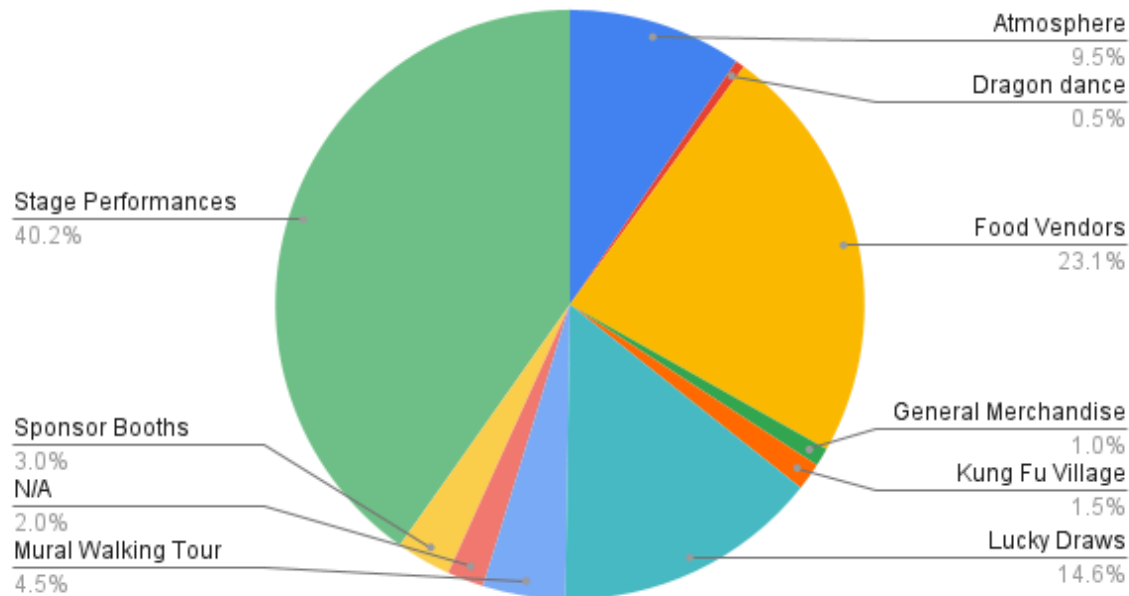


Customer participation



Event engagement

What customer enjoy most



Favorite event

PROMOTION

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 2023 TCF
Tweets

PAST SPONSORS



TD **READY**
COMMITMENT

BMO



Scotiabank®



Fantuan
Delivery



iQIYI

OUR HOME AND HOST
LAND
LITTLE
CANADA



京都 念慈菴® NIN JIOM



忆秦园
SINCE 1751



云尚米线
YUNSHANG RICE NOODLE



CANADA GUAN YIN TANG
CULTURE CENTRE



OTT PAY



ROM



松鼠外卖
SQUIRREL EATS





BOOTH RENTAL

Rental Fee:

Non-Profit Organization
\$350 + tax = \$395.5

General Merchandise & Services
\$800 + tax = \$904

Food & Beverages
\$1,600 + tax = \$1,808

Food Truck
\$2,300+ tax = \$2,599

Booth includes:

- A tent (10 ft by 10 ft)
- A table (6 ft)
- 2 chairs
- Lighting at night
- 15 Amps outlets are supplied for \$200 each
- With outlet 50 ft of outdoor cables are supplied for \$50 extra

(Vendors are not allowed to bring their own Generators, Cables and Outlets)

EARLY BIRD PROMOTION

If you complete the registration and payment **before June 28th, 2024**, you may get the following discount :

Non-Profit Organization

\$300 + tax = \$339

General Merchandise & Services

\$650 + tax = \$734.5

Food & Beverages

\$1,450 + tax = \$1,638.5

Food Truck

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



2023 TORONTO CHINATOWN FESTIVAL VIDEO



Scan Me

For more event info

<https://www.youtube.com/watch?v=qNA1xIZk0c0>



We would love to hear from you!

BERYL SHER

ELLEN SIU

HEI WONG

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