

CreativeHub 1352  
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MISSISSAUGA



*Festival  
of Trees*



Culinary Vendor Package  
— 2023 —

Application Deadline: July 20th, 2023

# About

We invite you to share your work at the third-annual Mississauga Festival of Trees, a celebration of the winter season, art, food, and community! With twinkling displays of seasonal lights, contemporary tree and woodpile art installations, artisan and culinary markets, entertainment and public workshops, live entertainment, and more, Mississauga's historic Small Arms Inspection Building will once again be transformed into a winter wonderland of art, food, and fun this holiday season.

Featuring an array of exceptional food vendors from across Ontario, the Culinary Market will be a prime opportunity to showcase your product to a broad audience. The Market will be a one-stop-shop for people wishing to gift and celebrate with food during the holiday season.

**Join us to be a part of this truly magical event!**

## Festival Dates

Market dates: December 15-17, 2023  
Set-up: December 15, 10:30am-4:30pm

Public hours:

- December 15, 5:30pm-9:00pm
- December 16, 11:00am-7:00pm
- December 17, 11:00am-7:00pm



Photo: Sanborg Productions

## Who are we?

CreativeHub 1352 is a non-profit, charitable, community-driven organization which exists for the advancement of community cultural development through the arts, heritage, and environmental sciences. CreativeHub 1352 is one of many groups vital to the reuse of the Small Arms Inspection Building. All proceeds are reinvested to support community arts, heritage and environmental programs.





Diversi(tree), Sheridan VMA Students  
Photo: Sanborg Productions

# Impact

The third-annual Mississauga Festival of Trees provides the perfect opportunity to sell your products to a wide range of people during the holiday season.

Centrally located at the Small Arms Inspection Building at 1352 Lakeshore Road East, Mississauga, the event space is only a 20-minute drive from Toronto's downtown core, or a 12-minute walk from the Long Branch Go Station. Free parking is available.

*In 2022, 96% of event attendees said the event directly impacted their likelihood to support local businesses during the holiday season, and 92% said it impacted their appreciation of arts and culture.*



In 2022 nearly 36,000 people experienced CreativeHub 1352 events and activities!



6,800+  
Social Media Followers



6,600+  
Newsletter Subscribers



47,000  
Yearly Website Visitors



3,000+ expected Market visitors,  
7,000+ Festival visitors



25-34: 24%  
35-44: 25%  
45-54: 22%  
55-69: 16%



Mississauga (41%)  
Toronto (27%)

To see more from the 2022 Festival of Trees, please see our [Highlight Reel](#).



## Eligible items:

The Culinary Market Adjudication Team is looking for quality artisanal food vendors interested in locally grown food and sustainable practices. This market is suitable for creative entrepreneurs and businesses interested in locally grown food and sustainable practices who sell one or more of the following:

- Prepared local food which is intended to be consumed on-site;
- Local food products packaged for take-home consumption;
- Hand-crafted local non-alcoholic (ie. sodas, juices) or alcoholic (ie. wine, beer, and/or spirits) beverages.

At this time, we are looking for approximately 30 artisanal food vendors, with the potential to expand and accept more vendors. Eligible products must:

- Be prepared by the vendor;
- Prepared/packaged using environmentally conscious practices;
- Made from locally and sustainably sourced ingredients;
- Produced in Ontario.

## Non-eligible items:

- Non-food based products that would be better suited for our MFT Artisan Market (see our website for more information on the artisan market);
- Commercial or mass-produced products;
- Products that are purchased from other companies or vendors and re-sold.

# Culinary Booth Layout

Festival Dates: December 8th - 17th, 2023  
Culinary Market Dates: December 15th -17th, 2022



## Booth Options:

x27 Regular Booth (11' x 9')

x6 Alcohol Booth (11' x 9')

## Key:

■ ■ ■ ■ ■ ■ ■ ■ Pipe & Drape Dividers

\*Please note: Booth layout is subject to change

The MFT Culinary Market Committee will allocate vendor booth spaces

**Total: 33 Booths**

## **Option 1 Food Vendor Booth (\$250)**

- 11' x 9' = 99 sq ft
- Includes one table with linens, and two chairs.
- This includes vendors who serve prepared food which is intended to be consumed on site, food packaged for take home consumption, and non-alcoholic drinks (ie. sodas, juices).

## **Option 2 Alcohol Vendor Booth (\$300)**

- 11' x 9' = 99 sq ft
- Includes one table with linens, and two chairs.

**Please note that your Booth Fee includes Blanket Vendor Insurance.**

**If you request access to power, please add \$50 to the above fee.**

Vendors may be supplied with 1 table with linens and 2 chairs upon request at no additional cost, but are required to supply their own display materials, additional tables, and anything required for safe food storage and preparation (refrigeration, warming, etc.). All supplied tables will be 6' x 30". Additional tables are available for an additional \$25. However, approval is subject to power availability and will be confirmed with vendors upon acceptance.

Once accepted, Vendors must submit a booth layout to the Culinary Market Team for approval. Booths will be separated by pipe and drape. **At this time we are only accepting vendors who are available for all 3 market dates.**

## **Payment Schedule**

Applications due: July 20th, 2023

Vendors notified of approval: August 1st, 2023

Payment due: August 28th, 2023

## What do we provide?

- A booth space to display/sell your culinary products
- 6' rectangular table and 2 chairs,
- Access to power (only if requested);
- Vendor permit as required by the City of Mississauga;
- Marketing through advertising, publicity, website, social media leading up to event
- Access to Artist & Volunteer Lounge where coffee and tea will be available;
- An audience to sell your products to

## What do you provide?

- Handcrafted products to sell
- Staff for your booth during all Culinary Market Hours
- Cash float/POS terminal, all necessary extension cords and power bars
- Cross marketing and promotion
- Any additional booth decor and lighting



## Permits & Licensing Requirements

- The Vendor must obtain all necessary licenses, permits, inspections, insurance, and comply with all guidelines set by the City of Mississauga for the Small Arms Inspection Building, including and not limited to, a valid Peel Public Health Special Event Permit, Food Handlers Certificate, Certified Kitchen for food preparation, mobile business licensing (for food truck), and any other conditions established by Event organizers.



# How to apply

Apply online at:

<https://www.creativehub1352.ca/mft-artisan-vendor-application>

**Application Deadline: July 24th, 2023**

The MFT Committee will review all applications. A member of the Committee will contact all applicants to let them know if they have been accepted, denied, or placed on a waitlist.

**Have questions?** Send an email to [info@creativehub1352.ca](mailto:info@creativehub1352.ca).

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