

ALBION ISLINGTON SQUARE



Vendors Package



Bollywood Spice – “IIFABUZZ” Event

IIFA (International Indian Film Academy)

Date: Wednesday, June 1, 2011- Saturday, June 18, 2011

∞ Window Dressing Competition – see page 3

Wednesday, June 1, 2011- Friday, June 17, 2011	Window Dressing Competition for all Retail Stores	Prize Distribution for the best Dressed Store on Saturday, June 18, 2011 by a surprise “ Celebrity Star ”	Judging will be done on Friday, June 17, 2011 by a group of esteemed judges
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∞ Out Door Movie Showcase – see page 4

Saturday June 4, 2011	Outdoor Bollywood Movie Showcase (Movie to be announced)	30 Thistledown Blvd. Behind No frills	Time: 9pm-11pm
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∞ Bollywood Spice Fundraising Dinner – see page 5

Friday, June 10, 2011	Bollywood Spice Fundraising Dinner Charities to be endorsed ≈ Big Brother’s and Big Sister’s ≈ Ernestine’s Women Shelter ≈ Youth Without Shelter	Elite Banquet and Convention Centre, 1850 Albion Road	Time: 7.00pm Tickets will go on sale soon
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∞ 5th Annual Albion Islington Fusion of Taste Festival – see page 6

Saturday, June 18, 2011	5 th Annual Albion Islington Fusion of Taste Festival	Intersection of Albion Road and Islington Avenue	Time: 11am-9pm
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**Please participate at all events.
This is your event!!**

Window Dressing Competition

Where: Albion Islington Square BIA

For whom: all businesses within the BIA

When: Wednesday, June 1, 2011 – Friday, June 17, 2011

Prize Distribution: Saturday, June 18, 2011

Theme: Bollywood

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1. Businesses participate to dress their windows
 2. Theme – **Bollywood**
 3. Colours: **Red, Blue, White, Green, Yellow, Orange, Pink/Fuschia either/or all of them**
 4. Medium: **Mannequin, material, lights, streamers, balloons either /or all of them**
 5. Judging Criteria: **Creativity, neatness, colourful, theme orientated, how many mediums used.**
 6. Judges: **TBA**
 7. Prize Distribution: **On Saturday, June 18, 2011 at 5th Annual Albion Islington Fusion of Taste Street Festival**
 8. Time of prize distribution: **7.30pm**
 9. Prize distribution will be done by a “Celebrity” on the stage.
 10. If you are participating kindly register by calling – **416-743-3267; 647-898-3267, May 16, 2011 (for judging)**



Outdoor Movie Showcase

Date: Saturday, June 4, 2011

Location: 30 Thistledown Blvd. (Behind No Frills), Etobicoke.

Time: 9pm-11pm

Movie: To be announced

Vendor opportunity is available (see page 12)

Space rental: \$100/-

For enquiry contact:

Shalini Srivastava

416-743-3267; 647-898-3267

Bollywood Spice Fundraising Dinner

Date: Friday, June 10, 2011

Time: 7pm onwards

Location: Elite Banquet and Convention Centre, 1850 Albion Road,
Etobicoke

Ticket: \$60/- per person and \$500/- for a table of 10

Program:

7pm-7.30pm – **Reception/Steel Pan Band**

7.30pm-8pm – **Introduction/Welcome**

8pm-8.30pm – **Egyptian Dances by Zenia Belly Dancing School**

8.30pm-9pm- **Prita Chhabra**

9pm-9.30pm – **Illusionist act by Vladimir**

9.30pm – **Silent Auctions and Dinner**

Special Guest of Honour: His Excellency Mayor Rob Ford

Other attractions: **Silent Auction**

Attractive Door Prizes

Mc: **Ms. Asis Sethi**

DJ by **DJ AJ**

Please note: Sale of tickets will be notified soon.

5th Annual Albion Islington Fusion of Taste Festival

Date: Saturday, June 18, 2011-04-06

Time: 11.00am- 9.00pm

Road Closure: 5.00am- 11.00pm

Location: Albion Road (East of Islington Avenue)

Entertainment

Steel Pan Band	Cardell's Steel Pan Band
Live Band	Students of Father Henry Carr Senior Secondary School
Fusion of India	Nritya Kala Mandir
World Drummers	Mutahidi and World Drummers
Saima Khan and Group	Saima Khan and Group
Bollywood Dances	Shiamak Toronto Dance Team
Albion Islington Square BIA	Fashion Show by AIS BIA
Circus (Acrobat, Jugglers, Clowns)	World of Circus
Brazilian Dances and Las Vegas Dances	Samba Brazil Dancers
	Celebrity Singers – Manak E from UK Tanya Gill – from India Davi Layal – from Toronto

Other attractions

Stilt Walker	Amusement Rides
Face Painting	Midway Booths
Attempt to break World Record- Roti Roti Restaurant	Balloon Sculptures
Magic Show	CNE Mascot
Product Giveaways	Vendors

Advertising for 5th Annual Albion Islington - Fusion of Taste

Asian Television Network (ATN) – ATN and B4U – 4 Spots daily – starting May 30 – July 30 - Television	Cp24 – Prime Nightside (7pm-11pm), Breakfast (6am-9am), 24 Dayside (1pm 5pm), Weekend Dayside (6am-6pm), Late Rotation (12am – 6am) – starting June 14 - August 22 - Television
Bollywood Film Fare - Print	5000 Postcards – to be distributed by Canada Post
Etobicoke Guardian- 8 page special insert – May 20, 2011	Bill Board at the intersection of Albion Road and Islington Avenue
Punjabi Lehran Radio – April 30 – June 30	500 Posters
Cina Radio – April 30 – June 30	10, 000 Flyers
Band Baja Radio – April 30 – June	Facebook – www.facebook.com/Albion Islington
Twitter – www.twitter.com/Albion Islington	

Website

Ontario Province: www.iifa2011toronto.com	CIBC: www.cibciifa.com
IIFA: www.iifa.com/toronto2011	City of Toronto: www.toronto.ca
Albion Islington Square BIA: www.albionislingtonsquare.com	Big Brother's and Big Sister's of Toronto: www.bbbst.com
Ernestine's Women's Shelter: www.ernestines.ca	Youth Without Shelter: www.yws.on.ca

Objective:

- All Business members of the BIA are encouraged to participate in this year's festival.
- This is a tremendous opportunity to promote your goods and services.
- To get the community together to promote and showcase the businesses those are available in the BIA.
- BIA has tremendous potential to be one of the top rated BIA's in the City of Toronto. We have businesses from all over the globe.

How can you attract shoppers? (For all vendors)

- Distinguish yourself from outside participants.
- Use banners, balloons, streamers and whatever attractive feature you can think of to attract visitors.

(Please be aware that banners and other identifying materials may not be placed on the road closure barricades.)

For Restaurant owners:

- Feature the most requested menu item, or highlight your signature dish.
- **Since we are a part of IIFA (International Indian Film Academy Awards) BUZZ events call you dishes "Bollywood Spice"**
- We suggest bite sized portions and reasonably priced.
- Contact your suppliers, get them involved and feature some of their products as well.
- Be prepared to handle large crowds.
- Ensure you have the supplies and staff on hand to deal with large crowd.
- Strictly follow the attached Health Guidelines.

Compliance with City of Toronto regulation requires that all participants display a Festival Permit which will be provided at **no charge**. Each participant must complete the attached form for festival permit and return it by **May 15th 2011**. You will be issued a numbered permit which must be displayed at all times during the festival. ***There will be no exception!*** By-Law enforcement officers have the right to restrict participation to qualifying businesses/vendors/artisans. If you do not meet the necessary requirements you will be asked to leave the festival grounds and fee for the stall will not be refunded. As the deadline approaches, you will be contacted to confirm space designation and review final procedures. You will be required to comply with the City's Health Department Guidelines (attached). They will be on-site.

Fees for stall:

- Full payment of **\$ 100/** for Outdoor Movie Showcase (June4, 2011)
see attachment 2, page 12
- 5th Annual Albion Islington Fusion of Taste Festival (June 18, 2011) **\$150/** must be made at the time of registration not later than **May 15th 2011.**
See attachment 3, page 13
- **BIA will provide a 10x10 tent, 4 sand bags, 6 ft table and 2 chairs only for 5th Annual Albion Islington Fusion of Taste Festival (June 18, 2011)**
- All payments to be made by **certified cheques/bank drafts/money order/company cheque payable to Albion Islington Square BIA.**
- No cash payment acceptable.

Washrooms:

- Signage indicating the washrooms will be placed.
- Washrooms will be available in Thistletown Multiservice Centre.

Police

- Toronto Police Services (23 Division & Special Events) will be responsible for maintaining road closure, and policing responsibilities from **5.00 am – 11.00 pm.**

Road Closure

- City of Toronto and Sidan Traffic Control devices will be providing the necessary signage and barricades for street closures.
- All vendors participating within the closed area will not be allowed to **enter with their vehicles after 10.00am** and will not be allowed to bring back in their **vehicle until the festival is over at 9.00pm**
- All vendors will be provided with a car permit which has to be displayed on their vehicle to enter the closed area. (**Contact BIA office – 647-898-3267 for car permit**)

Parking

- Additional Parking for your customers is available at the:
 - Thistletown Multi Service Centre parking lot.
 - 30 Thistledown Blvd. (Behind No Frills)

Garbage

- A pre clean of the event area (closed area)
- All litter baskets within event area will be emptied (closed area)
- Removal of all recycling and organic waste generated by the event, vendors within the closed area. (This is also applicable to all the businesses/restaurant that fall within the closed area)
- Extra Garbage containers will be placed at strategic locations throughout the area.
- Garbage will be collected on a regular basis from bins, throughout the Festival.

- All BIA merchants are required to place their own garbage bins next to their stall.
- Private company will be responsible for festival cleaning.

Health Inspection Guidelines (For food handling only)

- Enclosed you will find a package from the Health Department. Kindly go through it carefully.
- Kindly fill in the requirements from the Health Department and fax it to the **BIA Office – 416-743-7190** as soon as possible.
- **Please Remember, City of Toronto Health Officials will be attending the festival and food handling and disposal guidelines must be adhered to.**
- **Mandatory Session for all food handlers:** All food vendors to attend a session organized by Toronto Health on **June 1st, 2011** Time: 3pm-4pm, location: **Thistletown Multi Service Centre, 925 Albion Road, Etobicoke, Ontario M9V 1A6**

First Aid

- First Aid facilities will be on site.

Insurance

- Each participant is required to provide proof of coverage or complete the enclosed waiver, and send it along with your payment. Space allocation will not be approved without all proper regulatory requirements.

Licenses/Permits

- Every participant will be issued a special numbered permit from Albion Islington Square BIA. It is an indication that you have met all the BIA guidelines and Vendor licensing requirements.
- It is important that you display this permit at all times during the festival.

Set-up and Tear Down

- Tents, sand bags holding the tents, table and chairs will be provided by BIA.
- All tents would be set-up and taken down within the closed area by BIA.

Thank you for participation!

Contact information:

- **BIA Office – Shalini Srivastava,
925 Albion Road, Suite #100,
Etobicoke, M9V 1A6
Cell: 647-898-3267**
- **Fax:416-743-7190**
- **Email: albion.islington.bia@gmail.com**

Attachment 1

For Vendor Permit only for June 4 and/or June 18, 2011 : (no fee)

Bollywood Spice -2011

Please check one or both in case you are applying for both days

Outdoor Movies (June 4th, 2011) _____

5th Annual Albion Islington Fusion of Taste Festival (June 18th, 2011)_____

Please note: Prior to completing this form, please read the participants guideline.

Type of Vendor/Display/Performer: _____

Company Name: _____

City of Toronto License #:_____

Address: _____

Contact Name: _____

Phone: _____ Fax: _____ Cell:_____

Email: _____

**Mail/drop off the form at: Shalini Srivastava,
Manager Albion Islington BIA
925 Albion Road, Suite #100,
Etobicoke, Ontario M9V 1A6**

Fax: 416-743-7190

For information please call: Shalini Srivastava – 416-743-3267; 647-898-3267

For Outdoor Movie Showcase – June 4, 2011

For Rental of Booth/Stall - \$100/-

(vendor brings their own tent, tables, chairs, generators, water etc.)

Please note: Prior to completing this form, please read the participants guideline.

Type of Vendor/Display/Performer_____

Company Name:_____

City of Toronto License #_____

Address:_____

Contact Name:_____

Phone:_____ **Fax:**_____ **Cell:**_____

Email:_____

Please check the type of payment

_____ **Bank Draft** _____ **Money Order** _____ **Certified Cheque** _____ **Company Cheque**

**Mail/drop off the form at: Shalini Srivastava,
Manager Albion Islington BIA
925 Albion Road, Suite #100,
Etobicoke, Ontario M9V 1A6**

Fax: 416-743-7190

(Cheques in the name of Albion Islington Square BIA. Only money order/certified cheque/Bank draft/company cheque will be acceptable.)

For information please call: Shalini Srivastava – 416-743-3267; 647-898-3267

Attachment 2

For 5th Annual Albion Islington Fusion of Taste Festival

For Rental of Booth/Stall - \$150/- (10x10 tent, 4 sand bags, 6 ft table and 2 chairs included)

Refundable Deposit (Mandatory) - \$50/-

Please note: Prior to completing this form, please read the participants guideline.

Type of Vendor/Display/Performer _____

Company Name: _____

City of Toronto License # _____

Address: _____

Contact Name: _____

Phone: _____ **Fax:** _____ **Cell:** _____

Email: _____

If you require extra tables, chairs and generator please add the amount to the vendor fee

Extra table (\$12): _____

Extra chair (\$3): _____

Generator fee: (\$100) _____

Please check the type of payment

_____ **Bank Draft** _____ **Money Order** _____ **Certified Cheque** _____ **Company Cheque**

**Mail/drop off the form at: Shalini Srivastava,
Manager Albion Islington BIA
925 Albion Road, Suite #100,
Etobicoke, Ontario M9V 1A6**

(Cheques in the name of Albion Islington Square BIA. Only money order/certified cheque/Bank draft/company cheque will be acceptable.)

For information please call: Shalini Srivastava – 416-743-3267; 647-898-3267

For all Participants

If you are not providing Albion Islington Square BIA with a copy of insurance policy/bond, this waiver must be completed, signed and submitted along with the fee.

I _____, on behalf of myself, my heirs, executors, administrators, successors, assignees and invitees,

Hereby Release, Waive, and forever Discharge

Albion Islington Square Business Improvement Area

(hereinafter known as Albion Islington BIA), and its agents, officers, employees, contractors, representatives, elected and appointed officials, successors and assignees from all claims, demands, damages, costs, expenses, actions, or causes of action, whether in law or equity, in respect of death, injury, loss or damage to my person or property, however caused, arising from or that may arise by reason of permission being granted to use this property.

I further undertake to hold, to indemnify and save harmless the aforesaid from and against any and all liability as may be incurred or as may arise as a result of, or in any way connected with, my request and the resulting permission and use of this property.

I represent and warrant that I am over the age of legal majority, in the province of Ontario, and I am physically fit and am able to take part in any activity that my participation at the Albion Islington Square BIA may involve. I am aware of the risks inherent in participating in such activity and **I agree** to accept and assume all such risks.

By signing this statement, I acknowledge having read, understood and agreed to the above waiver, release and indemnity. **Dated and signed in the City of Toronto:**

Name: _____
Please Print Signature

Date: _____

Witness: _____
Please Print Signature

Date: _____