



Featuring Live Headline Performances by Fito Blanco and Armando Scarleto Jr.
Event supported by a 50-spot regional radio campaign on Fresh 93.1



VENDOR & MARKETPLACE STRATEGY

Bradford Public Square
Saturday, June 27, 2026
1:00 PM – 11:00 PM

Expected Attendance
1,000–2,000

The One World Festival Vendor Program is designed to support both economic opportunity and community celebration. Our strategy prioritizes:

The 2026 festival will feature enhanced programming, including headline entertainment and regional media promotion, designed to increase attendance, extend dwell time, and drive vendor sales throughout the day and evening.

- Curating a high-quality, culturally diverse vendor mix
- Ensuring full compliance with municipal and public health regulations
- Delivering strong foot traffic and sales opportunity
- Balancing revenue generation with local community participation
- Preventing duplication and vendor overcrowding in any single category
- Supporting a professional, safe, and well-managed event environment

VENDORS

VENDOR SELECTION PRINCIPLES

Vendor approvals will be based on:

- Cultural diversity and representation
 - Product uniqueness and quality
 - Professional presentation
 - Operational readiness
 - Full regulatory compliance
 - Ability to contribute positively to festival atmosphere
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VENDOR CATEGORIES & FEES

Vendor placement, approval, and category caps will be intentionally curated to maintain balance, variety, and overall event experience.

Description	Price
Marketplace Vendors	\$150
Food & Beverage Vendors	\$300
Food Trucks	\$475

Marketplace Vendors **Fee: \$150 per booth**

Includes:

- One 10' x 10' outdoor space
- Access to full-day festival audience
- Promotion through event marketing channels

Ideal For: Artisans & handmade goods Cultural merchandise Retail products Service-based businesses
Community entrepreneurs Non-profit engagement booths

FOOD & BEVERAGE Vendors **Fee: \$300 per booth**

Includes:

- One 10' x 10' booth
- Assigned food vendor zone Day-long sales opportunity High evening traffic from live programming

MANDATORY: Approval from Simcoe Muskoka District Health Unit Compliance with Town of BWG food safety standards Temporary Food Vendor Permit (where required) Minimum \$2,000,000 Commercial General Liability Insurance naming: The Town of Bradford West Gwillimbury

FOOD TRUCK **Fee: \$475 per booth**

Includes:

- Dedicated truck placement
- High-visibility positioning
- Inclusion in vendor promotions

MANDATORY: SMDHU approval Town of Bradford West Gwillimbury Refreshment Vehicle Licence \$2,000,000 Commercial General Liability Insurance Fire suppression compliance (if cooking with propane/open flame)



KEY SELLING POINTS

Live headline performances driving peak evening attendance

Regional radio promotion through a 50-spot campaign on Fresh 93.1

Extended evening programming supporting higher vendor revenue opportunities



WHAT VENDORS RECEIVE

- 10-hour operating window (1 PM – 11 PM) Peak
- afternoon family traffic Strong
- evening crowd driven by live entertainment Central
- downtown Public Square location Event-wide marketing and promotion Professional event management & on-site security Licensed beer garden increasing dwell time and evening purchasing Structured layout to maximize traffic flow

TOWN LICENSING & COMPLIANCE REQUIREMENTS

All vendors must comply with applicable Town of Bradford West Gwillimbury regulations, which may include:

- Business licensing (if operating within town limits)
- Refreshment vehicle licensing (food trucks)
- Electrical safety compliance (ESA approval if using generators or temporary power)
- Fire safety compliance for cooking vendors
- Waste management standards



PAYMENT TERMS

- 50% Deposit due upon signing
- Balance due by May 15, 2026
- Vendor space confirmed only upon receipt of deposit



GET IN TOUCH



Contact:

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Presented By:

Canadian ArtBeat
Youth Society

Bradford Public Square

425 Holland St W,
Bradford, ON L3Z 0J2

Saturday, June 27, 2026

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Community benefit: Voluntary donations and food collection in support of the Bradford Food Bank