



SILVER SKATE FESTIVAL

PH: 780.488.1960 | Fax: 780.477.1960 | Email: spiritsonicesk@gmail.com

2019 VENDOR APPLICATION

Saturday, February 9, 2019

12:00 pm – 10:00 pm

Sunday, February 10, 2019

12:00 pm – 7:00 pm

Hawrelak Park (across from the Ice Castle).

Vendors must be out of the park by 11:00 p.m.

Sponsorship Opportunity

Banners \$75.00

Vendors may place a stand up banner (must be able to pound it into the ground) that they provide, outside the tent. These banners can be seen by all visitors to the Ice Castle.

Silver Skate Festival is celebrating 29 years of bringing a fun winter festival to Edmonton.

A flagship of Edmonton's winter festival season, the Silver Skate Festival engages visitors in community building experiences that create memories that will last a lifetime. Since our meteoric rise of the past decade we have grown from 7,000 visitors to over 105,000. Not only has attendance increased (over 17% each year for the last several years), our audience reach has also expanded. Visitors travelling more than one hour to the Edmonton Region made up 26% of our audience. The majority of our audience could best be described as: "families of four or more, with household incomes greater than \$75,000 per year, where one or more of the adults in the home is 25-54 years old and works in a professional or managerial role." Visit our website for more information on the Silver Skate Festival.

Looking forward to 2019, we are excited to be once again sharing Hawrelak Park with the Ice Castle.

The Spirits On Ice event was an even greater success in its second year with the Silver Skate Festival that it has now become a permanent part of the Festival. Once again the event will run on the first weekend of the festival for two days. The change this year is that it will take place on the Saturday day and evening as well as on the Sunday.

Scope of Event: To offer a unique outdoor tented (heated tent), winter drink and food tasting event in Edmonton.

This event offers attendees to the Silver Skate Festival and the Ice Castle an opportunity to purchase various wine, spirits and beer samples as well as food samples from approximately 10 local Edmonton Region restaurants and vendors. This heated tent will be located right across from the popular Ice Castle. It is a great way to bring the indoors outdoors. It also gives the approximately 3000 daily Ice Castle visitors a place to warm up and enjoy a drink and a bite to eat. There will also be burning sculptures events, speed skating races, and an ice sculpting competition, just to name a few of the many activities going on in the park. The event is open to all ages as per the Festival's permits.

What's New

This year, Spirits on Ice will have a larger snow fenced area attached to the tent. This will allow patrons to take their drinks and food outside, sit around several fire pits and enjoy live entertainment, all within the snow-fenced area.

How it Works

- Admission is free.
- Silver Skate volunteers will be selling tasting tickets at the door and at a booth inside the tent. Each ticket is valued at \$1.00.
- Attendees will circulate and purchase samples from various vendors using these tickets.
- Vendors are free to price their samples as they see fit. Average is \$3.00 and up.
- You are encouraged to be creative with your booth and samples. Think winter, ice and fun! Please bring a tablecloth and items to make your booth attractive to patrons.
- The heated tent can accommodate up to 150 people at a time according to the fire marshal's regulations. Volunteers will keep count and allow people in as others leave. Silver Skate will also be selling via Eventbrite a Special Package as yet to be determined.
- Silver Skate has a liquor license that covers the whole event; vendors are not required to get a liquor license.

How to Apply

Please fill out the attached participation form and mail it along with a cheque for \$200 payable to Silver Skate Festival to:

Silver Skate Festival – Spirits on Ice
10212 112th Street
Edmonton AB T5K 1M4

Please e-mail a copy of your liability insurance for the event to

spiritsonicesk@gmail.com

If you have any questions, please do not hesitate to contact Monique MacDonald via e-mail spiritsonicesk@gmail.com or by phone at (780) 271-7507.



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Cost and Revenue

- The participation fee is \$200.00 and covers the cost of a booth space for both days.
- The distribution of ticket revenue is 25/75. Vendors will receive 75% of revenue of tasting tickets they submit to Silver Skate Festival. Payment will be mailed within 6 to 8 weeks of the end of the festival.

What is provided:

- The vendors' fee covers a booth, heated tent and access to electricity (if needed).

Vendors must provide:

- Their own liability insurance. Please add "Silver Skate Festival" as an "added insurer". This is at no extra cost to the vendor, it is added to the business liability insurance you already have.
- Their own table, tablecloth, and extension cords, as well as any necessary equipment.
- Vendors will have to fill the Alberta Health Services form found at: www.albertahealthservices.ca/frm-19882.pdf and meet applicable requirements as set by AHS. The organizer's information you need is the following:

Name of event: Silver Skate Festival's Spirits on Ice

Address of event: Hawrelak Park, Edmonton AB

Event organizer name: Silver Skate Festival – Monique MacDonald

Organizer's e-mail: spiritsonicesk@gmail.com

Dates and times of operation:

Saturday, February 9, 2019

12:00 pm – 10:00 pm

Sunday, February 10, 2019

12:00 pm – 7:00 pm

Please e-mail form to: Edmonton Area Environmental Public Health edm.specialevents@albertahealthservices.ca

- It is the vendors' responsibility to find out from AHS what their requirements for this event will be. As each vendor is serving different items, the requirements will also differ.
- Vendors must provide all plastic drinkware and serving dishes, etc. needed to serve their samples in. Biodegradable & Recyclable materials are encouraged.
- Vendors will need to bring in their own water to ensure they have sufficient water for their needs. Water is only available at the park's chalet bathrooms and only during the hours the chalet is open.

VENDOR PARTICIPATION FORM

I,

on behalf of

agree to the terms as outlined in this vendor package for participation in the 2019 Silver Skate Festival's Spirits On Ice event on February 9 and 10, 2019.

Is electricity required?

No Yes, for:

Number of extension cords you are bringing to use:

What will you be serving?

Business Name

Contact Name

Contact Phone

Email Address

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