



Lulu Vibert

30 Beech Ave

Cioa@luluunlimited.com

416.694.6438

Dear

I am writing to you to introduce A TAVOLA – A Modern-Day Italian Food Event that will take place on June 8th-10th on the West Island at Ontario Place which is a beautiful outdoor space. The event will take place over three days. It starts on Friday at 5:00pm until 11:00pm, Saturday on 11 :00am until 11 :00pm, and Sunday from 11 :00am until 8:00pm. A TAVOLA invites you to come to the table and participate in an exciting contemporary celebration of everything Italian culture has to offer. A TAVOLA will indulge visitors with the best of Italian cuisine and authentic tastes of Italy.

Event Key Points:

- Over 25 vendors expected to participate
- Early Admissions Tickets will sell for \$7.00 CAD till a set deadline (TBD). The ticket sales will raise to \$9.00 CAD.
- Ticket will grant guest admission to the festival in their designated time slot chosen by the attendee
- Food tickets will be available for purchase at the entrance of the event—each ticket holds a value of \$2.00CAD— attendees can re-purchase food tickets anytime throughout the duration of the event.

For A TAVOLA's floor plan of Ontario Place West Island, please see attached Diagram A

We are projecting 15,000 visitors over the three days from Toronto and the outside areas. We want to continue to grow A TAVOLA into a larger format over the next few years. The event is open to the public and is 19+. Non-alcoholic and alcoholic drinks will be served throughout the festival by our smart-serve bartenders. Tickets to A TAVOLA will be pre-sold online in 2-hour intervals which will eliminate overcrowding and make sure that everyone is able to enjoy the event without feeling rushed.

Vendor Key Points:

- On Friday, vendors are required to come no later than 1:00pm—doors open to the public at 4:00pm
- On Saturday and Sunday, all vendors will need to be ready no later than 9:30am
- Vendor Check-Out each day will be after all attendees have left the premises
- All vendors will have access to renting prep and cooking equipment from the authorized A TAVOLA partner
- Each vendor will be required to have 3-6 different food offerings, and is required that food offerings be priced in \$2.00CAD denominations and at least two of those items are priced at \$4.00CAD

- Vendors should be prepared to make approximately 1200 items per day
- All vendors are required to be in code with Toronto Public Health regulations

A TAVOLA is showcasing the best of Italian cuisine and culture by partnering with local businesses and brands that are looking to showcase their culinary talents and delicious food to a larger community. It will demonstrate the warmth of the Italian culture and invite everyone to participate in the event, no matter where they come from. The festival will also help to build an awareness of the Italian community in Toronto and introduce new restaurants and businesses to a younger audience who are looking for things to do in the city. The festival will attract new tourism and travel to Toronto because it will provide a great opportunity for people to see what Toronto's restaurants have to offer. It will also provide the perfect summer weekend entertainment and enhance the vision of Toronto as a welcoming, multicultural, and modern city.

If you have any questions, please do not hesitate to contact me at: CIAO@LULUUNLIMITED.COM

Kindest,

Lulu Vibert