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Dear

I am writing to you to introduce HAROLD's Fish Festival event which is a celebration of fish and seafood dishes from the sea to your plate. The event will take place on July 27-29th on the West Island at Ontario Place. 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.

Event Key Points:

- Over 25 vendors expected to participate
- Early-Bird Admissions Tickets will sell for \$7.00 CAD till a set deadline (TBD). The ticket sales will then 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.
- Has aligned with Ocean Wise to support sustainable aquaculture— a percentage of ticket sales will be donated to their organization

We are projecting 16,000 visitors over the three days from Toronto and the outside areas. We want to continue to grow HAROLD'S Fish Festival annually. The event is open to the public and is 19+. Both non-alcoholic and alcoholic drinks will be served throughout the festival by our smart-serve bartenders. Tickets will be pre-sold online in 2-hour intervals which will eliminate overcrowding and allow everyone to be able to enjoy the event.

For this event, we will be partnering with Ocean Wise® a global not-for-profit organization with a vision of a world in which oceans are healthy and flourishing and protects threats to the world's oceans today. A portion of all ticket sales will go to Ocean Wise. The festival will help to promote an awareness of ocean sustainability and how to live an eco-conscious lifestyle.

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

*For HAROLD's Fish Festival floor plan at Ontario Place West Island, please see attached Diagram A*

HAROLD's Fish Festival will work with the best Chefs and Food companies to be aligned with the event, creating a variety of ways for people to enjoy the fish experience. We will be also partnering with the Chef Cartel in order to find the youngest, hippest and best chefs and food companies around Toronto. The festival will also help to build an awareness of the culinary talents of Toronto and introduce new restaurants and businesses to a younger audience who are looking for interesting things to do in Toronto. The festival will attract new tourism and travel to Toronto because it will provide a great opportunity to showcase new and lesser-known Toronto restaurants.

In addition to the food, HAROLD's Fish Festival is a coastal lifestyle event that will be a dynamic and engaging experience for the local community. Guests will be able to enjoy local music and DJs, vendors, and learn about how to live a more sustainably by learning about vendors that are eco-conscious. This festival will demonstrate the ways that Toronto and Ontario are working to create a more sustainable future and expose the people of Toronto to vendors, brands, and restaurants that are using locally-sourced and sustainable ingredients and products.

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

Kindest,

Lulu Vibert