



2011 CHINATOWN STREET FESTIVAL

MERCHANT BOOTH PACKAGE

ORGANIZED BY THE CALGARY CHINESE MERCHANTS ASSOCIATION

WHAT IS CHINATOWN STREET FESTIVAL?

The Chinatown Street Festival is Chinatown's Premiere Summer Multi-Cultural Festival, a combination of Merchant Booth Tents and Entertainment featured on the Main Stage. The event is located on 2nd & 3rd Ave and 1st Street SE.

“Be connected, share the moment and explore the multi-cultures at the Annual Chinatown Street Festival.”

With the generous support from the Sponsors and Volunteers, this year's Festival will include many cultural activities, evening events, entertainment and great prizes.

Be part of this one day showcase of the Chinese Community featuring culture, arts, unique shopping and dining experiences. Sample authentic Chinese food, play a game of Mah-Jong, a challenging game of Chinese Chess, play a game of mini-golf or check your fortune. Bring the kids to the community Kids Zone to enjoy great family fun or wander into a photo exhibit display of Chinese Culture.

At the Main Stage, the festival kicks off with the Lion Dance followed by variety shows of Chinese opera, singing, folk dancing; magic shows and carried into dusk with live bands.

Conclude with a live entertainment, draw prizes or take home some souvenirs with bargain prices from the local merchants.



HOW WAS CHINATOWN STREET FESTIVAL STARTED?

We are a young and growing cultural festival that began in the fall of year 2000. The Calgary Chinese Merchants Association (CCMA) took leadership role in planning public celebrations for the successful re-opening of the Centre Street Bridge. When these events attracted more than 35,000 people and generated significant media coverage, CCMA decided to initiate an annual one-day Chinatown Street Festival. The result has been a growing and evolving cultural celebration and a showcase of Chinese culture with a focus on sharing it with all Calgarians.

“Calgary Chinese Merchants Association is a non-profit organization working to enhance the economic and urban development of the Chinese community through promotion, marketing and communication.”

CCMA does not receive City or merchant funding, but relies on revenue-generating projects and sponsorships to support its activities.

WHO WILL ATTEND?

The Chinatown Street Festival has grown to attract an average of 80,000 attendents comprised of children, families, and adults from all areas of Calgary and areas; spanning all ages, education background and ethnicities.

Chinatown, in fact, has the highest concentration of international cuisine offering to anyone who is looking for an unique dining experience in Calgary.



WHY CONSIDER MERCHANT BOOTH?

Partnering with Calgary Chinese Merchants Association (CCMA) will allow you to promote your company / organization to an estimated 80,000 Calgarians at the festival; target your branding specifically to the Chinese Community and to Calgarians with families. Align your company / organization with one of Calgary's most concentrated and influential communities.

The festival is geared toward building cultural understanding and celebration for all Calgarians. Your participation and support will help make this happen and send a positive message in support of our city's growing multi-cultural citizenry. Together, our shared objective will be realized to create a memorable cultural celebration for both the Asian Community and all Calgary families.

Chinatown has the highest concentration of International Cuisine in a small area, offering one many choices for those looking for something to eat in Calgary. It will give Calgarians or tourists a chance to experience the best of what Chinatown has to offer: shopping, food, culture and community.



CHINTOWN STREET FESTIVAL MERCHANT BOOTH LETTER OF AGREEMENT

between Calgary Chinese Merchants Association
and

Merchant Booth Vendor, (name of host organization, or business)

The two parties named above agree that the Merchant Booth Vendor will operate a Booth as a part of Chinatown Street Festival (thereafter 'Festival'), August 13, 2011 (Saturday), inclusive from 10:00am to 8:00pm, unless otherwise specified. They covenant to fulfill the duties and responsibilities described in this agreement and to consult with each other on a regular basis to assure the success of the enterprise.

Merchants are required to setup between 8:00am - 9:00am. No vehicle will be allowed or permitted in the Festival Area between 9:00am - 8:30pm. Vehicle access is allowed after 8:30pm for loading / unloading. Merchants shall take all garbage from rented booth.

The Merchant Booth Vendor recognizes that the Festival is a registered event and agrees to follow the program, terms and conditions without exception. Any additions or changes may be undertaken only with the permission of CCMA. Such permission will not be unreasonably withheld provided there is a mutual agreement that the proposals are in the best interests of the Festival as a whole.

This agreement also constitutes a right of first refusal for the Merchant Booth Vendor to participate in the Chinatown Street Festival 2011, subject to the successful operation of the Merchant Booth in 2010, and agreement to any future amendments of the duties and responsibilities as appended to this letter.

Signed: (Date) -
(day, month, year)

Name and Signature for the Calgary Chinese Merchants Association:

Name (Print):

Signature:

Name and Signature of authorized Merchant Booth Vendor representative:

Name (Print):

Signature:



CHINTOWN STREET FESTIVAL MERCHANT BOOTH REGISTRATION FORM

Company Name:		
Contact Person:		
Address:		
City & Province:		Postal Code
Phone:	Cellphone:	Fax:
Email:		
Website:		
Detailed description of Goods & Services to be sold:		
Type of Booth: (1) Merchant <input type="checkbox"/> (2) Food <input type="checkbox"/>		
Price for each 10 square foot Merchant Booth: \$300 - CCMA Member \$350 - Non-Member of CCMA (new membership included) <i>**\$150 DD. Each booth includes TWO tables and TWO chairs.</i>		
Price for each Food Tent: Kiosk with tent 10' x 10': \$450; 10' x 20': \$600 *Portable hand wash station, sanitizer *Electricity \$75, double pot sink provided for common use Kiosk without tent will be provided a space of 10' x 10': \$450; 10' x 20': \$500; *add \$75 for electricity Please contact Annette Fung (annettefung1@gmail.com) for more details. All applications are subject to applicable approval.		
Contractual Agreement: I have read the Merchant Booth Agreement and Market Rules & Regulations and agreed with the conditions set forth. I recognize that by signing below I have entered a contract with the Calgary Chinese Merchants Association. The festival reserves the right to limit the amount of certain types of goods or services sold. Any promotional draws or lottery have to be reviewed and approved by the Festival. All cancellations, in writing by fax (1-888-618-2262) or e-mail (ccma@calgarychinesemerchants.org), must be received on or before July 23, 2011; and refunds are subject to \$50 cancellation fee. No refunds will be made for requests received after that time. The Festival reserves the rights to make the final decision shall a dispute arisen.		
Total Amount Payable: _____		
Please make all cheques payable to "Calgary Chinese Merchants Association"		
Signature: _____		
Date: (dd-mm-yyyy) _____		

Your Merchant Booth will not be reserved until full payment is recieved.

Please return this Form via email: ccma@calgarychinesemerchants.org or fax: 403-277-7276

For more information, please contact: Theresa Tse 403-292-1830 ext. 250 or Pak Tsang 403-850-1808

For Food Tent Rental, please contact: Annette Fung 403-680-8318 / annettefung1@gmail.com

