

TOWN OF EAST GWILLIMBURY
MUSIC & MARKET
VENDOR HANDBOOK

Music
AND MARKET
NIGHTS

We're combining two of our hottest summer events to bring you the ultimate Music and Market Night experience. Get ready for live music and performances, food, vendors, fun and more.

OUTDOOR MARKET AND FREE CONCERT SERIES

TUESDAYS IN JULY AND AUGUST

EG CIVIC CENTRE (19000 Leslie Street, Sharon)

Market: 4 to 9 p.m. | Music: 6 to 9 p.m.



eastgwillimbury.ca/MusicMarket



2026

OUR HISTORY AND PURPOSE

For over 15 years, the Town of East Gwillimbury has hosted community markets that bring residents together and provide space for local farmers, food vendors, artisans, and small businesses to share their products. Over time, the market has become more than just a place to shop. It has grown into a community space where people connect and support local.

East Gwillimbury's summer Music Nights have also become a favourite seasonal tradition. Each week, the community comes out to enjoy live outdoor music, family-friendly activities, and a fun atmosphere.

This year, we are bringing these two experiences together. The East Gwillimbury Music & Market Series will run on Tuesday nights throughout the summer, combining local vendors with live entertainment to create a vibrant weekly event for the community to enjoy.

CREATING A WELCOMING MARKET

The East Gwillimbury Music & Market Series is guided by the Town of East Gwillimbury's Equity, Diversity, and Inclusion (EDI) Framework and its four pillars:

Engage

We work to create a welcoming market environment where vendors and attendees feel included, respected, and valued.

Educate

We support community learning by celebrating local businesses, cultures, and stories through food, products, and connection.

Express

We aim to reflect East Gwillimbury's diverse community by encouraging a broad range of vendors, makers, and experiences.

Resourcing

We are committed to improving the market over time by learning from feedback and using Town resources to strengthen accessibility and inclusion.

LOCATION AND HOURS OF OPERATION

Civic Center

19000 Leslie Street, Sharon ON L0G 1V0

Every Tuesday, 4:00pm - 9:00pm – rain or shine!

July 7th, 2025, through August 25th, 2025

Important Dates

- March 27th- Early Bird New and Returning Vendor Applications Due
- April 24th - Vendor Application Closes and Payment Due Date
- May 21st – Vendor Virtual Meeting @7:00 P.M.

Music and Market Event Dates

- July 7th
- July 14th
- July 21st
- July 28th
- August 4th
- August 11th
- August 18th
- August 23rd

CONTACTS

Community Engagement & Permitting Supervisor

Tracy Pattison

Email: tpattison@eastgwillimbury.ca

Phone Number: (905) 478-4282– Ext. 1469

HALP Recreation & Events Coordinator

Emma Holmes

Email: eholmes@eastgwillimbury.ca

Phone Number: (905) 478-4282– Ext. 1469

Special Events Programmer

Elizabeth Piraine

Email: epiraine@eastgwillimbury.ca

Phone Number: (905) 478-4282– Ext. 1469

EVENT MANAGEMENT & ONSITE CONTACTS

The East Gwillimbury Music & Market Series is managed and operated by the Town of East Gwillimbury Events Team. The Events team is responsible for the overall coordination of the market and music programming, including vendor operations, event logistics, and onsite decision-making.

The onsite point of contact may vary from week to week, as different members of the Events Team will oversee each event night. Vendors will be informed of the onsite contact person for the evening upon arrival and check-in.

All vendors are expected to treat Events staff, contractors, performers, and volunteers with respect always. The Events Team may also recruit volunteers to assist with onsite event operations as needed.

BECOMING A VENDOR

Vendor Eligibility and Application Process

We encourage a "grow it, bake it, make it" approach when approving vendors. The Events Team will endeavor to provide variety and choice for our customers when selecting/approving vendors for the market, therefore there will be no exclusivity for any product. Each Vendor is responsible for providing verification that all saleable products are produced in Ontario and authentically "homemade."

All Vendors selling at the Market shall produce within 200 km of East Gwillimbury, ON.

Non-profit community groups may be permitted space at the Market by the Events teams approval and so long as their offerings conform to the regulations outlined in this handbook.

Submission

Application and Payment Deadline

All Vendor applications and payment must be received by the Events Team no later than **Friday, April 24th**

Approval

All applications are reviewed by the Town of East Gwillimbury Events Team. Submission of an application does not guarantee acceptance or a vendor space. Vendor selection and placement are at the sole discretion of the Events Team and will be based on event needs, vendor mix, product variety, available space, and overall fit with the Music & Market Series.

Vendors will be notified of their application status by the Events Team by email.

Eligible Products & Product Standards

The Vendor may sell only items that are approved by the Events Team. Once approved, any changes or additions must receive the prior written approval of the Events Team. Items not approved may not be sold at the Market and must be removed immediately from a Vendor's booth.

Farmers

Only Ontario grown produce or meat may be sold. Any product not produced directly by the Vendor must be clearly indicated by signage as to where it was produced, by the farm or origin name.

Egg Farmer Vendors

Eggs must be graded at an approved egg grading station before being offered for sale to the public. All vendors selling eggs must provide the contact and number of the egg grading station, as registered under the Canada Agricultural Products Act - Egg Grading Station #. As per Public Health, eggs are a potentially hazardous food that needs to be kept cold - less than 4°C (40°F) in a refrigerator, or cooler with ice packs, and with an accurate indicating thermometer.

Food Producers

Food and beverage vendors must provide to the Events Team a copy of their York Region Public Health Application for Events form **prior to attending**. YRPH approved inspected food prepared sites and Food Handling certifications are required. Uninspected home prepared foods is not acceptable. Failure to provide a YRPH form will result in removal from the market and forfeit of any fees.

Food Trucks

Food trucks require their own generator, as there is no electricity available. Food trucks must have a recent Fire Inspection and Licensing Forms available for review. Failure to abide by these rules and regulations will result in removal from the event. Please contact EG's By-Laws department for more information.

Alcohol Vendors

All vendors selling alcohol must have approval from the alcohol and gaming commission of Ontario prior to selling at the market. Upon application approval, please email the relevant paperwork and staff Smart serve cards showing AGCO market approval to the Events team. Customer alcohol consumption is not permitted during the event, unless the Town of EG has advertised a liquor license is obtained during event.

Artisans

The Events Team reserves the right to request copies or images of items that are for sale prior to the approval of an application.

Arts and crafts items shall be 100% original, handcrafted, not factory or commercially produced. Flea market or similar mass-manufactured items are not permitted.

Space for craft vendors will be limited at the discretion of the Events Team. Craft vendors may be asked to submit photos/samples of their work to the Events Team for approval prior to acceptance as Vendors. All items intended for sale must be listed on the Vendor Application form.

FEES & PAYMENTS

Vendor Fee Details

Vendor fees help support the general operating costs of the East Gwillimbury Music & Market Series, including event logistics, rentals, marketing/advertising, staffing, and other market-related expenses.

Fees are based on vendor type, booth size, and the length of commitment. Vendors can register for a single market night, a monthly

package, or the full season. The more dates a vendor commits to, the lower the per-night rate is.

Vendor fees are not pro-rated or reimbursed for missed dates. Refunds are only issued if the Town of East Gwillimbury cancels a market night in advance.

We offer two vendor space options: 10' x 10' and 10' x 20'. A detailed fee chart is provided below.

Early Bird Deals

Early Bird pricing is available for **full season (8-week) registrations** only.

Vendors must register and submit payment by **March 27** to qualify.

Returning Vendors	10' x 10' Booth	\$30.00 per market Full Season Total: \$240.00
	10' x 20' Booth	\$40.00 per market Full Season Total: \$320.00
New Vendors	10' x 10' Booth	\$40.00 per market Full Season Total: \$320.00
	10' x 20' Booth	\$50.00 per market Full Season Total: \$400.00

Returning Food Truck	Annual Fee (8 weeks): \$ 440.00 (\$55.00/day)
New Food Trucks	Annual Fee (8 weeks): \$ 480.00 (\$60.00/day)

Vendor Fees

Returning Vendors	
10 x10	One Market (1 Week): \$60.00
	Monthly Fee (4 weeks): \$200.00 (\$50.00/day)
	Annual Fee (8 weeks): \$ 320.00 (\$40.00/day)
10 x20	One Market (1 Week): \$70.00
	Monthly Fee (4 weeks): \$240.00 (\$60.00/day)
	Annual Fee (8 weeks): \$ 400.00 (\$50.00/day)

New Vendors	
10 x10	One Market (1 Week): \$65.00
	Monthly Fee (4 weeks): \$220.00 (\$55.00/day)
	Annual Fee (8 weeks): \$ 360.00 (\$45.00/day)
10 x20	One Market (1 Week): \$75.00
	Monthly Fee (4 weeks): \$260.00 (\$65.00/day)
	Annual Fee (8 weeks): \$ 440.00 (\$55.00/day)

Food Truck Fees

Food Trucks	
RETURNING	One Market (1 Week): \$80.00
	Monthly Fee (4 weeks): \$280.00 (\$70.00/day)
	Annual Fee (8 weeks): \$ 480.00 (\$60.00/day)
NEW	One Market (1 Week): \$85.00
	Monthly Fee (4 weeks): \$300.00 (\$75.00/day)
	Annual Fee (8 weeks): \$ 520.00 (\$65.00/day)

Payment Method

To participate as a vendor in the East Gwillimbury Music & Market Series, vendors must submit an application and (if approved) pay the invoiced vendor fee. Vendor fees cover the rental of market space and include vendor parking.

Payment information will be provided upon approval. Payment will not be accepted until a vendor has been approved by the Town of East Gwillimbury Events Team.

Vendors must apply in advance. Non-registered vendors are not permitted to vend onsite and will be required to leave if this occurs.

Payment must be received within 10 business days of acceptance (or by the invoice due date, if earlier). If payment is not received by the deadline, the vendor space may be released and offered to another applicant.

How to Pay

Over the Phone

Customer Service: (905) 478-3826

In Person

East Gwillimbury Sports Complex – 1914B Mount Albert Rd, Sharon ON
Visit the Customer Service Desk

Cheque

Cheques must be made payable to: Town of East Gwillimbury

Mail or drop-off to:

Town of East Gwillimbury

1914B Mount Albert Rd, Sharon ON L0G 1V0

Attention: Tracy Pattison

Refunds

Vendor fees are non-refundable and non-transferable to another event or market season. Refunds will only be issued if the Town of East Gwillimbury cancels a Music & Market night in advance due to severe weather or unforeseen circumstances. In this case, approved vendors will be refunded for any market dates at the end of the season.

There is no pro-rating or reimbursement for missed dates, including vendors who choose not to attend due to weather or other reasons.

ATTENDING MUSIC & MARKET (EVENT NIGHT OPERATIONS)

Attendance

Vendors are expected to attend the Market every Tuesday, regardless of weather conditions, to provide consistency for customers.

Vendors are responsible for letting the Events Team know as early as possible if they cannot attend on a specific day. At least 2 days' notice is required, but day-of notice is not permitted.

If a vendor fails to attend (1) Music & Market dates without providing advance notice to the Events Team, the vendor may forfeit their space in the series. Any fees already paid for remaining dates will not be refunded.

Event Cancellation and Inclement Weather

The Music & Market Series is an outdoor event and will proceed rain or shine. In the case of extreme or unsafe weather (for example high winds, lightning, heavy rain, or other severe conditions), the Town of East Gwillimbury Events Team may delay, close, or cancel the event.

We aim to make weather related decisions as early as possible. If an event is cancelled, vendors will be notified by email and the public will be updated through the Town's communication channels, including social media and the Town website.

Event dates will not be rescheduled. Vendors are expected to attend as scheduled and should come prepared for changing weather conditions (rain, wind, heat, etc.). No refunds will be issued for vendors who choose not to attend due to weather.

If the Town of East Gwillimbury cancels the event due to severe weather, vendors will be refunded for that market day.

The Events Team reserves the right to close the market at any time due to weather or safety concerns. Emergency procedures for severe weather are managed by the Town of East Gwillimbury Events staff.

Allocation of Space

Vendor spaces are assigned based on commitment level. Full season vendors (8-week commitment) will receive priority and will have their spaces assigned at the start of the season. Monthly and one-time vendors will be assigned spaces on market day when they arrive.

The Events team has the right to move vendors to any location if the need arises. No booth is a guaranteed weekly reservation.

Subletting

Subletting or sharing vendor spaces with another vendor/business is not permitted under any circumstances.

Setup

Vendors must arrive for setup on market day between 3:00pm - 3:30pm. All Vendors must be set up before 3:45pm and be ready to sell when the market opens at 4:00pm.

No vehicles will be permitted into the market area after 4pm.

Tents must be secured with **HEAVY** weights and in place before the designated opening of the Market to ensure the safety of the customers.

Teardown

Vendors are required to stay set up until the market closes at 9:00pm. No vehicle is allowed back into the Market area to load until after 9:00pm or once the crowd has vacated the area.

Clean up

At the end of the Market Day, the Vendor is required to remove everything from their space and leave the area better than they found it.

VENDOR REQUIREMENTS & STANDARDS

Vendor Responsibilities

Vendors and their staff are responsible for understanding and complying with all rules and regulations outlined in the Vendor Handbook.

Vendors agree to accept full responsibility for any loss, damage or accident occurring at the Market as a result of negligence or willful default on the part of the Vendor.

All Vendors are responsible for compliance with public health regulations.

Vendors will not interfere with entertainment or special events without the consent of the Events Coordinator.

Insurance

The Town of East Gwillimbury's Music & Market liability insurance policy covers the Music & Market Series and the Town of East Gwillimbury. This coverage is limited to public liability only and does not cover personal injury to vendors or any loss or damage to vendor equipment, products, display materials, or inventory.

All vendors are required to carry their own General Liability Insurance and must name the East Gwillimbury Music & Market Series and the Town of East Gwillimbury as additional insured.

Vendors are strongly encouraged to ensure their insurance coverage is adequate for their business needs.

For vendors requiring insurance coverage, Farmers' Markets Ontario offers a Vendor Insurance Program. For more information:

Website: [Farmers Market Ontario- Vendor Insurance](#)

Email: fmo@farmersmarketsontario.com

Permits, Licences & Inspections

Vendors are responsible for obtaining all permits required in the production and sale of their goods.

Food Vendors who produce their product in a home kitchen are required to be inspected by their local Public Health Unit.

Compliance with both Provincial and Federal Sales Tax Regulations is the responsibility of the individual Vendor.

No person shall sell or offer for sale food that does not conform to the Ontario Health Protection and Promotion Act, and all regulations made thereunder. The Market will be inspected by a York Region Public Health Inspector annually and at random.

The Events Coordinator has the right to request food items removed for sale if in violation of standards provided by York Region Public Health Unit.

Product, Pricing and Labelling

Vendors are required to bring enough product for the entire market time.

All Vendors shall label their produce clearly by type and price.

All Vendors agree not to practice distress pricing.

No Vendor shall sell products labeled “Organic” unless the product is grown on a certified organic farm or uses 100% certified organic ingredients.

Display

Each Vendor is responsible for:

- a) Bringing his/her own tent, table, heavy weights, and display materials
- b) Bringing his/her own containers (baskets, bags, boxes, etc.)
- c) Bringing his/her own cash box/change and card payment terminal ie. Square)
- d) Cleaning up around his/her own area at the end of the day

Tents must be secured using heavy weights on all tent legs. A minimum of 25 lbs per leg is recommended.

All Vendors shall post their business name in a prominent spot. All licenses, i.e. Health Unit, etc., should be visible to the public.

All display items must stay within the boundaries of their assigned space.

Vendors shall not block walkways, emergency exits or other Vendors' stalls.

Vendors are responsible for always keeping their stall area neat and clean.

The Events Team have the right to approve any signs, decorations or displays in the Vendor's space and to request changes or removals of them.

No Vendor shall make any change or alteration to Town property.

Vendor and Staff Behaviour

Vendors must remain within their space while selling. Booths must be attended at all times.

Alcohol consumption, smoking, and vaping are not permitted in the market area by vendors during market hours.

Vendors must adhere to the Vendor Code of Ethics (Appendix).

Vendor Issues/Disputes

Minor issues should be directed to the Events Coordinator, either in person or by email.

The Events Coordinator has the authority to make decisions about on-site issues.

Significant issues, or those that can't be decided on-site, should be directed to the Events Coordinator or Events Supervisor by email. The Coordinator or Supervisor may ask for more information before making a decision. Once a decision has been made, it is considered final.

COMMUNICATIONS & MEDIA

Promoting the Market

Please follow us on our socials at:

Facebook: [Town of East Gwillimbury](#)

Instagram: [eastgwillimbury](#)

Feel free to tag and repost!

Photography and Recording Policy

As a public outdoor event, the East Gwillimbury Music & Market Series is held in an open setting where vendors and attendees should not expect a reasonable right to privacy. By participating in the event, vendors acknowledge that photos, audio, and video recordings may be taken by the Town, event organizers, media, attendees, and other vendors for the purpose of marketing, promotion, and communications.

The Town of East Gwillimbury and event organizers are not responsible for monitoring or controlling the actions of third parties, including members of the public, related to photography or recording.

VENDOR ACCOUNTABILITY

Penalties

If a vendor does not attend one (1) consecutive Music & Market dates without providing advance notice to the Events Team, the vendor may forfeit their place in the series. Any fees paid for remaining dates will not be refunded.

MARKET EVENTS

Throughout the season, the Music & Market Series may include special event nights to enhance the visitor experience, such as themed evenings, scavenger hunts, and family activities. Vendors are encouraged to participate by offering themed products, adding simple decorations to their booth, or running promotions that align with the night's theme.

APPENDICIES

Town of East Gwillimbury Music and Market Code of Ethics

As a participant in the East Gwillimbury Music & Market Series, I agree to operate my vendor space responsibly and respectfully. I will act with honesty, fairness, and professionalism, and I will follow the standards outlined in the Code of Ethics below to help ensure a positive experience for the community, fellow vendors, and event staff:

- Be a vendor of locally grown/raised/made products (where applicable), and represent your business honestly.
- Offer only products that are clean, safe, and in good quality condition.
- Maintain a professional vendor display with clearly marked pricing, product descriptions, and required signage.
- Clearly identify the origin of products when applicable (grown, produced, or made).
- Sell products in appropriate quantities and packaging that match what is advertised.
- Make no false, misleading, or deceptive statements to customers.
- Always follow honest and responsible advertising and marketing practices.

- Build customer trust through fairness, transparency, and respectful service.
- Ensure all staff working the booth act professionally and treat customers, vendors, and event staff with courtesy.
- Keep the vendor space clean, safe, and visually presentable throughout the event.
- Follow all rules, requirements, and instructions provided for the East Gwillimbury Music & Market Series.
- Support a positive and welcoming market environment by working cooperatively with fellow vendors and event staff.

Thank You! Looking forward to a fabulous summer.

- **EG Events Team**