



## PELICAN DIRECT

the lucrative fresh catch of the Pelican

Hello **Friends**,

Thank you for accessing Pelican Direct. This Memo is inspired by an URGENT Call from Event Producers who have up to three (3) remaining Exhibitor and Food Vending spots left. The following are the lucrative fresh catch of the Pelican.

**Formatting:** Event Name (Event date) (Total pricing – Payment deadline) Attendance #

- Toronto:** Riverside Eats & Beats Street Festival (**Jun. 2**) (\$815 - **Jun.1**) 10K
- Milton:** Mohawk Racetrack North American Cup (**Jun. 16**) (\$583 – **Jun. 5**) 8K
- Ajax:** Durham Carnival - (**Jun. 16**) (\$800 – **Jun 7**) 8K
- Toronto:** Taco Fest (**Jun. 15-17**) (\$1,950 - **Jun. 7**) 10K
- Toronto:** Dragon Boat Race Festival (**Jun. 16-17**) (\$1,493 – **Jun. 7**) 8K
- Mississauga:** Waterfront Festival (**Jun. 15-17**) (\$1,500 - **June 7**) 45K
- Mississauga:** Irie Fest (**Jun. 22-23**) (\$2,250 – **Jun. 7**) 8K
- Toronto:** Italian Fest (**Jun. 24**) (\$1,700 – **Jun. 7**) 6K **Headliner:** Mimmo Cavallaro
- Toronto:** Woodbine Racetrack Queen's Plate (**Jun. 30**) (\$1,330 – **Jun. 7**) 12K
- Toronto:** Canada Day Reggae Festival (**Sanchez, I-Wayne & Yami Bolo – Jul. 1**) (\$1,700 – **Jun. 7**) 8K
- Toronto:** City of Toronto Canada Day (**Jul. 1**) (\$1,050 – **Jun. 7**) 4K
- Toronto:** Electric Island EDM Festival (**Jul. 1**) (\$1,663 – **Jun. 7**) 6K
- Mississauga:** \*City of Mississauga Canada Day (**Jul. 1**) (\$1,100 – **Jun. 7**) 10K
- Toronto:** Afro Fest (**Jul.7-8**) (\$2,165/Tent & \$2,525/Truck – **Jun. 7**) 20K
- Toronto:** Honda Indy (**Jul. 13-15**) (\$3,075 - **Jun. 12**) 25K
- Toronto:** Liberty Libations Wine Festival (**July 14**) (\$650 – **Jun. 14**) 2K
- Toronto:** Woodbine Racetrack Canada Day Kids Festival (**Jul. 1**) (\$765 – **Jun. 7**) 5K
- Toronto:** Ice Cream Fest (**Shaggy, Mya, Kerwin DuBois & SOS Band – Jul. 14**) (\$1,700 – **Jun. 14**) 15K
- Markham:** Soccer Fest (**Jul. 22**) (\$3,750 – **June 14th**) 3K (1 Jamaican vendor)
- Toronto:** Toronto Festival of Beer ('Beer Fest') (**Jul. 26-29**) (\$6,600 – **June 14**) 30K
- Toronto:** Toronto Caribbean Carnival ('Caribana') (**Aug. 4**) (\$2,350 Tent & \$3,750 Food Truck – **Jun. 14**) 2M
- Toronto:** S.O.S. Soca Festival (**Aug. 3-6**)(\$6,300 – **Jun. 28**) 30K
- Brampton:** Jambana (**Aug. 5-6**) (\$2,000 – **Jun. 14**) 10K (7 vendors at Powerade Center)
- Toronto:** Jerk Fest (**Aug. 10-12**) (\$5,770 – **Jun. 14**) 40K
- Montreal:** Montreal Reggae Fest (**Aug. 17-19**) (\$2,800/Tent & \$3,800/Truck – **Jun. 21**) 30K
- Toronto:** Woodbine Mall Rib Fest (**Aug. 17-19**) (\$1,700 – **Jun. 21**) 6K



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**Barrie:** I Love the 90's Tour (Vanilla Ice, Salt & Pepa, Montell Jordan, Rob Base & Young MC) (Aug. 18-19) (\$5,300 – Jul. 5) 9K

**Toronto:** Busker Fest (Aug. 31 to Sep. 3) (\$3,300/Tent & \$6,300/Truck – Jun. 28) 300K

**Port Credit:** Southside Shuffle (Sep. 7-9) (\$1,837 - Jun. 28) 10K

**Hamilton:** James Street 'Supercrawl' Festival (Sep. 13-16) (\$1,945 – Jul. 19) 40K

**Note:** Prices quoted include the Agency registration/reception fee and applicable taxes.

### NOTES:

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