

TASTES OF THE TROPICS

IRIE's FOOD & DRINK FESTIVAL — QUEEN'S PARK

DATE

AUGUST 5, 2007 10am - 10:30pm

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Celebrate a new tradition in Toronto with **TASTES OF THE TROPICS**...IRIE's Food & Drink Festival. Presented by the IRIE Music Festival, **TASTES OF THE TROPICS** will feature tasty cuisine from some of Toronto's best ethnic food restaurants plus free entertainment and activities for the entire family at Queen's Park.

Queen's Park, a beautiful park in the heart of downtown Toronto, will be transformed into a huge 2-day food festival featuring tropical food and free entertainment. Local restaurateurs and food vendors will offer sample size portions of delicious Caribbean, South American, African, Asian, South Asian, Middle Eastern, Southern and Mediterranean foods at affordable prices. Exotic aromas will fill the air ensuring that no visitor leaves a food booth empty handed.

The relaxed urban setting of Queen's Park is an ideal location for **TASTES OF THE TROPICS**, the newest addition to the IRIE Music Festival. It is easily accessible via public transit and has been a favourite venue for a variety of festivals and parades throughout its history.

COMPONENTS

IRIE FEST Stage

Canadian and international talent will present the musical styles of reggae, jazz, Latin, World, blues and more. Dance from Toronto's diverse cultures will also be featured.

Food Sampling

All food vendors/restaurants will offer sample dishes and taste portions ranging from \$0.50 to \$5.00. All food and beverage sales are by ticket only.

Cooking Corner

Local chefs will demonstrate their culinary secrets.

Living Pavilion

Festival goers can learn the latest info about nutrition, participate in fitness demonstrations, enjoy massage therapy and more.

Children's Village

Face painting, colouring contests, hands-on activities and giveaways.



SPONSORSHIPS

TASTES OF THE TROPICS offers the best opportunity to reach Toronto's fast growing culturally diverse market. This event will bring Torontonians of all backgrounds together while attracting tourists from Canada and the United States.

Whether you are interested in sampling, maximizing brand visibility or launching a new product, **TASTES OF THE TROPICS** offers several unique promotional opportunities to meet any marketing objective. As a food, music and cultural event **TASTES OF THE TROPICS** is an excellent way to deepen relationships with today's consumers.

For sponsorship info contact: info@iriemusicfestival.com or call 905-799-1630 x 29.

VENDOR BOOTHS (2 days)

	Rate
International Foods	\$600 + 15% commission
Single Foods	\$500 + 15% commission
Food Distributors/Suppliers	\$800
Merchandise	\$500
Arts & Crafts*	\$400
Children's Activities	\$350
Non-Profit**	\$200

* Original handmade crafts only

** Information and publicity only

For vendor info contact: vendors@iriemusicfestival.com or call 905-799-1630 x 28