



March, 2022

Attention: Business Members/Wexford Heights BIA:

COMING SOON FOR 2022!

TASTE OF LAWRENCE FESTIVAL

July 8th, 9th, & 10th, 2022

The Wexford Heights BIA officially announces the 17th Annual Taste of Lawrence International Food & Cultural Festival the weekend of **July 8th, 9th, & 10th**. Named Scarborough's largest street festival, the three-day food and cultural festival is sure to delight guests with food and fun for the whole family. We are thrilled the Festival is returning given the last two years and would love to have you join us!

The Festival will stretch along Lawrence Avenue East from Warden Avenue to Birchmount Road. The road closure will be in effect from the morning of Friday, July 8th (approximate 10:00am) through to 11:59pm Sunday, July 10th.

WHY PARTICIPATE?

- ❖ **Great opportunity to advertise/promote your business**
- ❖ **Upwards of 150,000 plus in attendance during the 3-day event**
- ❖ **Opportunity to attract and grow customer base**
- ❖ **Exclusive pricing offer on booth space available to BIA members only!**

REGISTER EARLY AND SAVE!!

Food vendor booth pricing
Early bird fee: \$500.00* + hst
(if paid by April 15th, 2022 deadline)
Regular fee: \$800.00* + hst
(if paying after April 30th, 2022)
*(includes mandatory power fee)

Non-food vendor booth pricing:
Early bird fee: \$300.00* + hst
(if paid by April 15th, 2022 deadline)
Regular fee: \$600.00* + hst
(if paying after April 15th, 2022)
*(includes mandatory power fee)

WEXFORD HEIGHTS BUSINESS IMPROVEMENT AREA

1720 Lawrence Ave East Suite 102 Scarborough Ontario M1R 2Y1 416-288-1718

wexfordbia@rogers.com | www.wexfordbia.ca | www.tasteoflawrence.com





Notes:

- Pricing based on 10 x 10 booth space, additional space is available at an additional cost)
- We cannot guarantee booth location, however we will make every effort to accommodate your booth location within close proximity to your place of business only if booked by Early Bird deadline of April 15th, 2022.

BIA member sign-up form can be found [here](#). For additional information, contact our office administrator Linda Raeside at 416-288-1718 or email wexfordbia@rogers.com.

We look forward to your participation.

Sincerely,

Michael Phan
Chair
WEXFORD HEIGHTS BIA

WEXFORD HEIGHTS BUSINESS IMPROVEMENT AREA

1720 Lawrence Ave East Suite 102 Scarborough Ontario M1R 2Y1 416-288-1718

wexfordbia@rogers.com | www.wexfordbia.ca | www.tasteoflawrence.com

