

Point of Contact
Leah Thomas, Event Coordinator
leah@argylebia.com
(416)888-5786

Argyle BIA Special Event: Non-Profit/Local Organization Participation Agreement

Event Information

Name of Event: East London Canada Day

Date and time of Event: July 1, 2025 from 12pm - 8:30pm

Location of Event: East Lions Community Center, 1731 Churchill Avenue

Spot Reservation

You should not consider your reservation finalized until you receive a confirmation email from a BIA representative.

A reservation entitles you to a 15 ft x 10 ft space (approx. one parking space) for a tent or table. If you need more space than 15x10ft, you must contact the event coordinator, Leah Thomas at least one month before the event.

We do not charge non-profit/local groups and organizations to participate.

Equipment and Supplies

Participants MUST supply their own equipment: neither the Argyle BIA nor the East London Optimists are responsible for the set up or providing of supplies for your space.

This is an outdoor event, there is **NO ELECTRICITY OR WATER** available.

Recommended Equipment Includes:

- Outdoor tent 10x10

*If you bring a tent you **MUST** bring weights to tie down the tent, **NO EXCEPTIONS**. There will be no staking of any tents in the pavement or grass, **this will be strictly enforced**.

- Any table & chairs you may need

- If you have paper materials **MAKE SURE** you have ways to keep them from blowing away
 - Generators are permitted, so long as they are “silent” generators. Please ensure your generator is set up to reduce noise.
-

Fair Restrictions

Participants are not allowed to sell:

- Glow sticks
- Any sort of pyrotechnics or related items (sparklers, fireworks, lights, etc)
- Balloons or any other latex products (due to airborne allergy concerns)

Participants may not offer the following services:

- Face painting
- Temporary tattoos

NOTE FOR THOSE PROVIDING ON-DEMAND SERVICES

(henna, portraits, caricature drawing, etc):

Be aware that attendance at this event will be high (8-12k throughout the day). We ask that you have at LEAST 2, ideally 3-5, service providers available to keep from being overwhelmed by crowds.

Day Of Event:

Participant Set up Time: Your space must be fully set up and operational by 12:45 pm (event starts at 1pm). Any vehicles must be parked and out of the participant area a full 45 minutes prior (12:15pm).

This is an all day, outdoor event so be prepared for all weather conditions. Participants must also be prepared to keep their space set up and open until at least **6:00 pm**.

Parking: We are not able to offer reserved parking.

Parking is extremely limited at the venue and it is advised to find suitable local/street parking before the event becomes busy.

Participant Tear Down: We ask that your space is closed to the public by **8:30** and you are fully packed and vacated no later than **9:30 pm**. Participants are responsible for keeping their space free from debris and garbage, please leave your area the same way you found it. Garbage and waste receptacles are provided on the property. There will also be a “**black /grease**” waste bin for your convenience. Participants are **NOT TO PUT ANY WASTE WATER OR GREASE IN CITY OF LONDON SEWER DRAINS**.

Social Media

We request that participants make at least one post about the event and follow the guidelines below:

- Use the event hashtag: #EastLondonCanadaDay2025
- Tag our page (@ArgyleBIA on both Facebook and IG)

We will also be providing graphics that you may use in your social media posts but you are not required to.

Anti-Harassment Policy

This event is to celebrate Canada and be welcoming to all who live here regardless of status, race, orientation, belief, etc.. The Argyle BIA will not tolerate, ignore, or condone discrimination or harassment. All participants are responsible for respecting the dignity and rights of all event attendees.

In the same vein, if any participant finds themselves on the receiving end of harassment, please let **Lina Phillips** (Fair Day-Of Coordinator), **Troy Welch** (Event Security Coordinator), or **Leah Thomas** (Event Coordinator) know and they will assist.

Liability

The Argyle Business Improvement Association and their affiliates will not be held responsible for any liability, lost or stolen or damaged merchandise, or any injury incurred during East London Canada Day. Participants are required to show proof of insurance, please submit your Certificate of Insurance with your participant application.

Participant Signature:

Date:

BIA Rep Signature:

Application Form

Company/Group:	
Point of Contact Full Name:	
Phone Number:	
Event Day Contact Full Name:	
Phone Number:	
Address of Company/Group:	
Email:	
Website and/or socials:	

<p style="text-align: center;">Brief Description of Organization/Group What are the services/food/materials you wish to sell or promote? *NOTE: This is a family friendly event. All vendors must keep their marketing and merchandise appropriate for all ages</p>

You have attached proof of insurance to this form:	
<input type="checkbox"/> Yes	<input type="checkbox"/> I will do so within two weeks of submitting this form. I acknowledge that my application will not be finalized until it has been submitted

By submitting this form you are confirming you have the proper permits and licenses to operate as a participant at this event and in the City of London.