



**FESTIVAL OF SAILS**  
GEE LONG EST. 1844

Presented by

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21-27 January 2017

# FESTIVAL OF SAILS GEE LONG

INVITATION TO TRADE



# BACKGROUND

## OVERVIEW

Geelong's annual Festival of Sails is a significant feature on the Geelong community's event calendar. The event brings together a world class sailing regatta on the pristine waters of Corio Bay with an abundance of free activities and entertainment along the iconic Geelong foreshore.

The sailing regatta has a history dating back more than 170 years whilst the water front presence has been a summer "must visit" for more than 20 years. Visitors come from across Victoria, Melbourne and the broader Geelong region.

Typically, the event sees more than 100,000 visitors across the entire event. As well as this, there are also more than 3000 hungry and thirsty sailors coming shore side after a full day of racing.

## EVENT SCHEDULE

In 2017, the shore side festival will for the first time stretch to a 6 day event, with the Regatta Village open for 7 days.

There will be three blocks of time that vendors can apply for:

### **1. Festival of Sails Weekend**

Trading on Saturday 21<sup>st</sup> and Sunday 22<sup>nd</sup> January from 10am – 9pm.

Sites available include Steampacket Gardens, Eastern Beach and Regatta Village.

### **2. Festival of Sails Twilight Market**

Trading on Monday 23<sup>rd</sup> – Wednesday 25<sup>th</sup> January from 5pm – 9pm.

Sites available include Eastern Beach and Regatta Village\*.

### **3. Festival of Sails Australia Day**

Trading on Thursday 26<sup>th</sup> January from 10am – 9.30pm\*\*. Sites available include Steampacket Gardens (limited), Eastern Beach and Regatta Village.

The Regatta Village area will be open from Sat 21<sup>st</sup> – Fri 27<sup>th</sup> January, with the trading times and price to be negotiated with successful applicants

Vendors may apply for all three time blocks or for one or two only. As stalls on Steampacket Gardens on Australia Day will be limited, preference will be given to vendors who apply for the weekend as well as Australia Day. Applicants are not guaranteed to be allocated a stall in their preferred area but may be offered alternative space.

*The schedule above is indicative only. Trading times may be adjusted.*

*\*Regatta Village traders may trade from 10 am and past 9pm inside the Royal Geelong Yacht Club precinct*

*\*\*The Fireworks display is scheduled for 9.30pm on Australia Day*

## EVENT AREAS

### **Steampacket Gardens**

*Steampacket Gardens is a hive of activity during the Festival of Sails on the weekend of the 21<sup>st</sup> and 22<sup>nd</sup> and on Australia Day. With free live music and entertainment all day on the stage, water ski demonstrations and the best place to view the fireworks on Australia Day, the expansive area is transformed into a market and food hub. Steampacket Gardens will only be activated on Saturday 21<sup>st</sup>, Sunday 22<sup>nd</sup>, and Thursday 26<sup>th</sup> January. A reduced number of marquees will be available on Thursday 26<sup>th</sup> January, preference will be given to local vendors who meet all requirements.*

### **Eastern Beach**

*Eastern Beach comes alive in the summertime. The boardwalk is a popular place to stroll along between the Royal Geelong Yacht Club and the Eastern Beach enclosed swimming area. The area is packed with free come and try activities, including beach volleyball, stand up paddle boarding and of course sailing. The markets will be open all day on Saturday 21<sup>st</sup> and Sunday 22<sup>nd</sup> January, and then will come alive for the newly introduced Festival of Sails Twilight Markets on Monday 22<sup>nd</sup> – Wednesday 25<sup>th</sup> January. We are looking for a variety of food stalls for the twilight markets – think the Night Noodle Markets in Melbourne, or the Vic Market night summer sessions. Eastern Beach will also be buzzing on Australia Day, with the come and try activities running and street entertainers roaming the boardwalk.*

### **Regatta Village**

*The Regatta Village is the main hub for the Festival of Sails. Located within the Royal Geelong Yacht Club, it is the first port of call for all sailors on Saturday 21<sup>st</sup> January as they race from Williamstown to Geelong. The party continues late into the night every night from Saturday 21<sup>st</sup> right through to Friday 27<sup>th</sup> January. As well as being home to thousands of sailors, the Regatta Village is completely open to the public, and visitors are encouraged to visit the Yacht Club and experience the excitement of the Village. Vendors are required to be flexible in their hours, to cater for early morning breakfasts, and late night dinners, depending on the style of food served. As the Regatta Village is open all day, every day from Saturday 21<sup>st</sup> – Friday 27<sup>th</sup> January, vendors who wish to apply for this area will have a price negotiated.*

## CATEGORIES

With great visitor numbers spread across the entire foreshore, there is opportunity for a diversity of trading categories. Our target categories include, but not limited to:

- Food & Beverage
- Apparel
- Gifts, Novelties, Arts & Crafts
- Home & Lifestyle
- Beauty
- Marine Products and Services
- Regional Attractions, Tourism & Destinations

Due to the large scale and size of the event, we cannot guarantee exclusivity for stall holders, however where possible we will always try to minimize stalls selling similar products.

## SITE DETAILS & COSTS

Festival of Sails Weekend: Sat 21<sup>st</sup> & Sun 22<sup>nd</sup>  
January, 2017 (2 Day Package)

SITE AREA	INCLUSION	DESCRIPTION	COST EX GST
Eastern Beach		Market stall 3m frontage	\$240
Eastern Beach		Food stall 3m frontage	\$315
Eastern Beach		Market stall 6m frontage	\$400
Eastern Beach		Food stall/van 6m frontage	\$475
Eastern Beach	P	Powered Food stall/van 6x3m	\$550
Steampacket Gardens	MT	Market stall 3mx3m Marquee	\$375
Steampacket Gardens	MTPL	Powered Market stall 3mx3m	\$425
Steampacket Gardens	MTPL	Powered Food stall 3mx3m	\$500
Steampacket Gardens	MT	Market stall 6mx3m Marquee	\$625
Steampacket Gardens	MTPL	Powered Market stall 6mx3m	\$675
Steampacket Gardens	MTPL	Powered Food stall 6mx3m	\$750
Steampacket Gardens	P	Powered Food van site*	\$650

INCLUSIONS KEY: M = Marquee, T = Table, P= Power, L = Lighting

\*based on a 6mx3m footprint. Additional space may incur additional charges

## SITE DETAILS & COSTS

Festival of Sails Twilight Markets: Mon 23<sup>rd</sup> -  
Wed 25<sup>th</sup> January, 2017 (Twilight Package)

SITE AREA	INCLUSION	DESCRIPTION	COST EX GST
Eastern Beach		Market stall 3m frontage	\$120
Eastern Beach		Food stall 3m frontage	\$200
Eastern Beach		Market stall 6m frontage	\$220
Eastern Beach		Food stall/van 6m frontage	\$340
Eastern Beach	P	Powered Food stall/van site*	\$440

INCLUSIONS KEY: M = Marquee, T = Table, P= Power, L = Lighting

\*based on a 6mx3m footprint. Additional space may incur additional charges

## SITE DETAILS & COSTS

### Festival of Sails Australia Day: Thu 26<sup>th</sup> January, 2017 (Australia day Package)

SITE AREA	INCLUSION	DESCRIPTION	COST EX GST
Eastern Beach		Market stall 3m frontage	\$175
Eastern Beach		Food stall 3m frontage	\$225
Eastern Beach		Market stall 6m frontage	\$300
Eastern Beach		Food stall/van 6m frontage	\$350
Eastern Beach	P	Powered Food stall/van site*	\$450
Steampacket Gardens	M	Market stall 3mx3m Marquee	\$200
Steampacket Gardens	MP	Powered Market stall 3mx3m	\$270
Steampacket Gardens	MP	Powered Food stall 3mx3m	\$300
Steampacket Gardens	P	Powered Food van site*	\$450

INCLUSIONS KEY: M = Marquee, T = Table, P= Power, L = Lighting

\*based on a 6mx3m footprint. Additional space may incur additional charges

## SITE DETAILS & COSTS

### Festival of Sails Regatta Village: Sat 21<sup>st</sup> - Fri 27<sup>th</sup> January, 2017 (Regatta Village Package)

The Regatta Village area is the main hub for sailors during the Festival of Sails. As such, this area will be open for the entire week, with vendors able to trade from breakfast right through to midnight if they wish. Site prices for this area will be calculated on a per day basis, with preference given to traders who are able to stay for the entire week. Vendors can apply as a food truck or apply to use Festival of Sails provided marquees. Price will be negotiated with successful applicants.

# DAYS AND AREAS OF TRADE

	<i>Steampacket Gardens</i>	<i>Eastern Beach</i>	<i>Regatta Village</i>
Saturday 21st Jan	10am - 9pm	10am - 9pm	10am - midnight*
Sunday 22nd Jan	10am - 9pm	10am - 9pm	7am - midnight*
Monday 23rd Jan	NIL	5pm - 9pm	7am - midnight*
Tuesday 24th Jan	NIL	5pm - 9pm	7am - midnight*
Wednesday 25th Jan	NIL	5pm - 9pm	7am - midnight*
Thursday 26th Jan	10am - 9.30pm	10am - 9.30pm	7am - midnight*
Friday 27th Jan	NIL	NIL	7am - 10pm*

*\*Regatta Village trading times to be negotiated with successful applicants, dependant on product*

## SITE MAP

