



FESTIVAL OF SAILS
G E E L O N G E S T . 1 8 4 4
C E L E B R A T I N G **175** Y E A R S I N 2 0 1 8

Presented by
REX GORELL
LAND ROVER



26-28 January 2018

FESTIVAL OF SAILS G E E L O N G

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 waterfront.

In 2018, the event will celebrate 175 years on the water with the anniversary of the iconic Passage Race from Melbourne to Geelong.

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 2018, the Festival of Sails has returned to the traditional 3 day format and will be held over the popular Australia Day long weekend. This weekend will also see the Cadel Evans Great Ocean Road Race take place, with the start and finish of this Tier 1 cycling event to be positioned on the Geelong waterfront. The combination of these two world class major sporting events will see an unprecedented number of visitors to the event area across the 3 days.

There will be two packages that vendors can apply for:

1. Festival of Sails Full Event Weekend

Trading from Friday 26th January (Australia Day) through to Sunday 28th January, from 10am. Sites available include Regatta Village, Transvaal Square, Eastern Beach and Steampacket Gardens*.

2. Festival of Sails Australia Day – Steampacket Gardens only

Trading on Friday 26th January from 10am. One day trading only, very limited stall numbers available. *(Please note any food vendors applying for this block must be vehicle based – no marquee based food vendors will be accepted for the Australia Day package)*

Vendors may apply for either time block, NOT BOTH. Applicants are not guaranteed to be allocated a stall in their preferred area but may be offered alternative space if available.

**Steampacket Gardens Full Event Weekend trading only available to Food Truck applicants – no market stalls or marquee based food vendors accepted*

EVENT AREAS

Transvaal Square

Transvaal Square is the new entertainment centre of the Festival of Sails waterfront event. With trading on all three days, free live music and entertainment on the Transvaal Stage and the perfect position for visitors to watch the excitement of the Cadel Evans Great Ocean Road Race tight corners. Marquees are provided in this area. Trading times in this area:

Friday 26th January: 10am – 5pm

Saturday 27th January: 10am – 5pm

Sunday 28th January: 10am – 5pm

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 stand up paddle boarding and of course sailing. This area is a “pop up market” with vendors required to provide their own marquees, and pack down and set up each day. Trading times in this area:

Friday 26th January: 10am – 5pm (vendors may trade past this time in daylight if they wish)

Saturday 27th January: 10am – 5pm (vendors may trade past this time in daylight if they wish)

Sunday 28th January: 10am – 4pm (all vendors must close at 4pm)

Regatta Village

The Regatta Village is the main hub for the Festival of Sails regatta participants. Located within the Royal Geelong Yacht Club, it is the first port of call for all sailors on Friday 26th January as they race from Melbourne to Geelong. The party continues late into the night on Friday and Saturday. 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 trading hours, to cater for early morning breakfasts, and late night dinners, depending on the style of food served.

Steampacket Gardens

Steampacket Gardens will be available for market stalls and food vendors on Australia Day only, and available for food vendors for all three days. On Australia Day, the Festival of Sails entertainment will provide fun for the whole family, culminating in the best viewing for the fireworks on Friday night. On Saturday 27th and Sunday 28th January, the Cadel Evans Great Ocean Road Race riders and spectators will converge on the area to enjoy the spectacle of the Tier 1 cycling race.

Fairnie Park

The always popular Rex Gorell Land Rover Terrapod will be located on Eastern Beach Road, directly in front of Fairnie Park. Fairnie Park will also be the site of the Bay 93.9 outdoor broadcast. Vendors applying for this area should be able to sell coffee and snacks.

CATEGORIES

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

- Food & Beverage
- Apparel
- Gifts, Novelties, Arts & Crafts
- Home & Lifestyle
- Beauty
- Children's products and activities
- 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

Steampacket Australia Day: Fri 26th January, 2018 (1 Day Package)

| SITE AREA | INCLUSION | DESCRIPTION | COST EX GST |
|---------------------|-----------|----------------------------|----------------|
| Steampacket Gardens | RTL | Market stall 3mx3m | \$250 |
| Steampacket Gardens | RTL | Market stall 6mx3m | \$400 |
| Steampacket Gardens | RTPL | Powered Market Stall 3mx3m | \$300 |
| Steampacket Gardens | RTPL | Powered Market Stall | \$450 |
| Steampacket Gardens | P | Powered Food^ Van/Trailer* | \$500 |

INCLUSIONS KEY: R = stall is inside a large roofed, T = Table, P= Power, L = Lighting

^Food vans and trailers only, no food vendors trading from marquees will be accepted

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

SITE DETAILS & COSTS

Festival of Sails Full Event: Fri 26th - Sun 28th
January, 2018 (3 Day Package)

| SITE AREA | INCLUSION | DESCRIPTION | COST EX GST |
|---------------------|-----------|---------------------------------|----------------|
| Eastern Beach | | Market stall 3m frontage | \$350 |
| Eastern Beach | | Food stall 3m frontage | \$400 |
| Eastern Beach | | Market stall 6m frontage | \$600 |
| Eastern Beach | | Food stall/van 6m frontage | \$650 |
| Eastern Beach | P | Powered Food stall/van site* | \$800 |
| Fairnie Park | | Food Van/Trailer | \$650 |
| Fairnie Park | P | Powered Food Van/Trailer | \$800 |
| Transvaal Square | P | Powered Food Van/Trailer | \$950 |
| Transvaal Square | MTP | Food marquee 3mx3m | \$700 |
| Transvaal Square | MTP | Food marquee 6mx3m | \$1200 |
| Transvaal Square | MT | Market marquee 3mx3m | \$600 |
| Transvaal Square | MT | Market marquee 6mx3m | \$1100 |
| Regatta Village | P | Powered Food Van/Trailer | \$1000 |
| Regatta Village | MTPL | Powered Food marquee 3mx3m | \$900 |
| Regatta Village | MTPL | Powered Food marquee 6mx3m | \$1400 |
| Regatta Village | MTPL | Powered market marquee 3mx3m | \$850 |
| Regatta Village | MTPL | Powered market marquee 6mx3m | \$1350 |
| Steampacket Gardens | P | Powered Food^ Van/Trailer* | \$1200 |

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

^Food vans and trailers only, no food vendors trading from marquees will be accepted

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

DAYS AND AREAS OF TRADE

| | <i>Steampacket Gardens</i> | <i>Transvaal Square</i> | <i>Eastern Beach</i> | <i>Fairnie Park</i> | <i>Regatta Village</i> |
|--------------------------------------|----------------------------|-------------------------|----------------------|---------------------|------------------------|
| Friday 26 th January | 10am – 9.30pm | 10am – 5pm | 10am - 5pm | 10am – 5pm | 10am – midnight^ |
| Saturday 27 th January | TBC* | 10am – 5pm | 10am - 5pm | 10am – 5pm | 7am – midnight^ |
| Sunday 28 th January | TBC* | 10am – 5pm | 10am - 5pm | 10am – 5pm | 7am – midnight^ |

**Trading hours for successful food vendors on Steampacket Gardens for Saturday and Sunday will be negotiated to fit in with CEGORR requirements*

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

SITE MAP

