



Festival of Sails
**THE SPIRIT
OF SUMMER**



26-28 JANUARY 2024

INVITATION TO TRADE

Market Stalls on Eastern Beach
Promenade

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 2024, the event will celebrate 181 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 2024, the Festival of Sails will once again be held over the popular January long weekend. With the Cadel Evans Great Ocean Race scheduled for the same weekend culminating in a large Waterfront Festival. Onshore, free entertainment will be on offer on Fairnie Park to the west of the Yacht Club, in the Regatta Village Precinct and out on Eastern Beach, with Beach Volleyball and family friendly activities.

Clean Regatta Program

Festival of Sales participates in the 'clean regatta program', aiming to make our event more sustainable, environmentally friendly and reduce plastics that end up on our ocean. We will continue this program in 2024, therefore vendors who have minimal plastic and use alternative packaging will be highly favoured in the application process.

EVENT AREAS

Eastern Beach Boardwalk

Eastern Beach comes alive in the summertime. The boardwalk is a popular place to stroll along between the Royal Geelong Yacht Club and Eastern Beach Reserve. This area has free come and try activities including stand up paddle boarding and sailing. This area is a 'pop up market with vendors required to provide their own marquees and set up and pack down each day. There are also free come and try activities including stand up paddle boarding and of course sailing. Below is a map showing the site for the market stalls directly across from the Beach Volleyball Competition.

Trading times in for all categories except food and beverage:

Friday 26 January:	10am – 5pm (vendors may trade past this time in daylight if they wish) Fireworks scheduled for 9.15pm
Saturday 27 January:	10am – 5pm (vendors may trade past this time in daylight if they wish)
Sunday 28 January:	10am – 3pm

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:

- 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

Festival of Sails Full Event:

Friday 26 - Sunday 28 January, 2024 (Three Day Package)

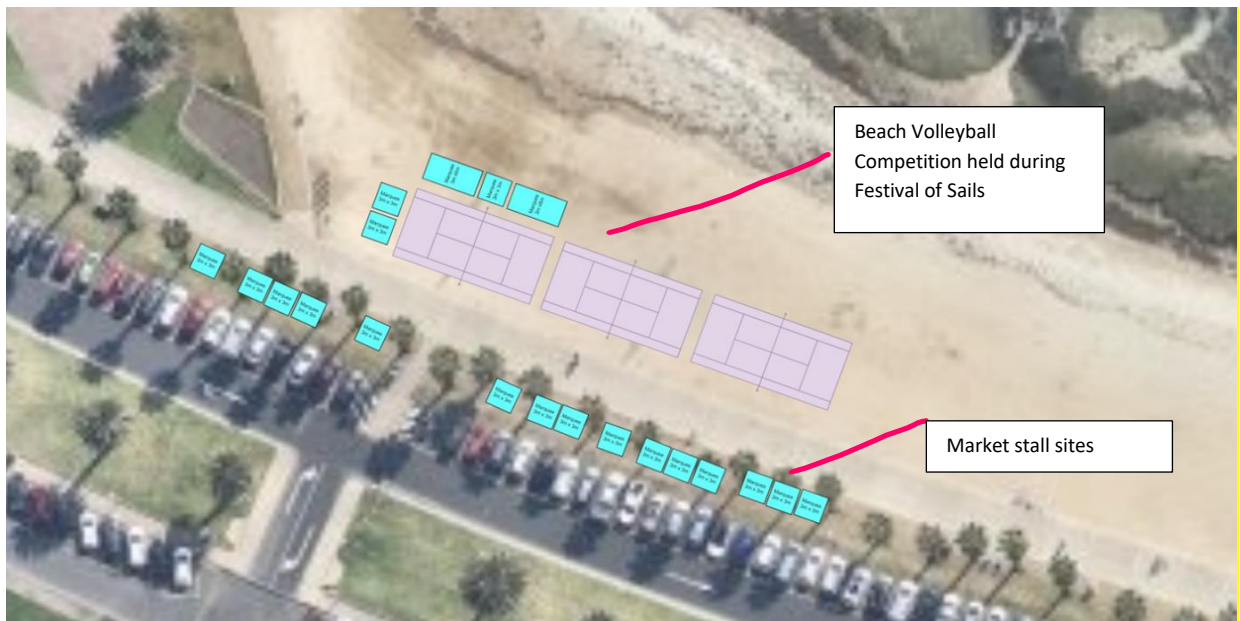
SITE AREA	INCLUSION	DESCRIPTION	COST EX GST
Eastern Beach	Non powered	Market stall 3m frontage	\$470
Eastern Beach	Non powered	Market stall 6m frontage	\$790

SITE MAPS

Eastern Foreshore



Market stall sites



Terms & Conditions

- All applications to trade must be submitted online by close of business on Friday 1 December 2023, via the appropriate form as listed on the Festival of Sails 2023 website: [Get Involved – Festival Of Sails](#)
- If successful in obtaining a site, the applicant must pay the site holder fee in full 7 days of notification of acceptance. Nonpayment of the site holder fee may result in forfeit of the site.
- All required insurance documents and permission to trade forms must be provided not less than 45 days prior to the event.
- Refunds will not be provided for any cancellations less than 45 days before the first day of the event unless a suitable vendor replacement can be found at the same rate.
- Full Terms & Conditions are available online at [Get Involved – Festival Of Sails](#)
- By submitting an online application, the applicant acknowledges that they have read, understood and agreed to the Full Terms & Conditions.