



**BE A
VENDOR**

SWEET STREET

JUNE 22, 2024



HEY SWEETIE

We're hosting the ultimate
"treat yourself" event at
Westshore Town Centre, and
we'd love for you to take part!



Westshore
TOWN CENTRE

INDULGE

in a sweet escape at Sweet Street; a one-day, sweet-themed foodie event shining the spotlight on all things sugary and delicious. Think: ice cream, cookies, brownies, crepes, candy, pies, etc., served up by food trucks and local vendors.



WHEN & WHERE

SATURDAY, JUNE 22
FROM 11:00 AM TO 3:00 PM

WESTSHORE TOWN CENTRE
PARKING LOT

2945 JACKLIN ROAD
LANGFORD, BC



4,000+
GUESTS SERVED
IN 2023



EVENT MARKETING

Promoted by the marketing team at Westshore Town Centre, expect digital ads, e-blasts, editorial content, social media activity, interior signage and more. Plus Victoria Buzz, Victoria's top digital media company, with 350k+ social followers, will help spread the word too.



TABLE VENDORS

You'll receive a fully furnished space with a table, chair(s), backdrop, and all signage, in keeping with the overall event vibe, so all you have to do is bring your delicious wares!

SWEET STREET

at
Westshore
TOWN CENTRE



"The vendors having matching tables and backdrops was super classy. My favourite part was that it was free! I wish I would have had the opportunity to try everything!"

—Sweet & Dandy Cotton Candy



FOOD TRUCKS

We'll save you a prime parking spot! You may display one sign within the boundaries of your allotted space. All signage must be pre-approved in advance.



"Extremely well organized, advertised and promoted! So many events fall down on one or all three points and you rocked it!"

—Amanda's Cookie Creations



PARTICIPATION

Request your spot by contacting our market partner,
 Jessica Marley of *The Mom Market Vancouver Island*,
 at vancouverisland@themommarketco.com,
OR by contacting Kelly Young, Marketing Director,
 Westshore Town Centre at kelly.young@quadreal.com.

We'll be requesting information such as:

- Business name
- Contact name, phone number
- Social media links
- A brief description of your sweet menu
- Recent photos of your food truck or previous market set up

Note that info re insurance requirements to follow.

SWEET STREET



Westshore
 TOWN CENTRE

2945 Jacklin Road, Victoria | 250.474.3269 | westshoretowncentre.com