

KITCHENER • WATERLOO
OKTOBERFEST®

WILLKOMMEN PLATZ

OCTOBER 5 - 8, 2023 | DOWNTOWN KITCHENER



VENDOR OPPORTUNITIES

WILLKOMMEN PLATZ VENDOR INFORMATION

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DTK IST WUNDERBAR! WILLKOMMEN PLATZ



THE TRADITION

Grown from 50 year history of community, music and commerce, the Willkommen Platz brings together the best Bavarian food, music and the spirit of Gemuetlichkeit! Four days of Oktoberfest will take over Downtown Kitchener on Thanksgiving Weekend!



THE ENTERTAINMENT

With multiple stages and plenty of activity all weekend long, the Willkommen Platz will be UBER busy - with live music, authentic dance groups and cultural displays, daily keg tappings and appearances by our loveable Onkel Hans and his entourage!



THE EXPERIENCE

This festival experience includes the Oktoberfest Market, a family KIDSplatz, live entertainment with polka, local bands, family entertainers and buskers, and of course the most authentic German food the Region has to offer!

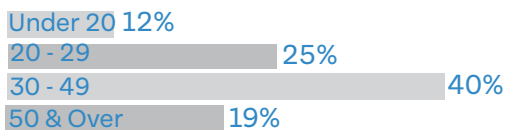


THE BIERGARTEN

Germany has one of the richest brewing histories in the world and so the festival wouldn't be complete without cold beer! Raise your glass and sing Ein Prosit in the biergarten - featuring local craft beers, German brews and more!

2022 FESTIVAL SAW 35,000 VISITORS OVER 4 DAYS

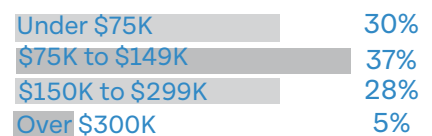
AGE



GENDER



INCOME



12,286

13,224

7,430

87,232

TOTAL ENGAGEMENTS IN 2022

50,000

CTV AUDIENCE ONTARIO-WIDE

219,327

WEBSITE VISITS IN 2022

7,740,165

TOTAL IMPRESSIONS IN 2022

6% NET FOLLOWER GROWTH



WILLKOMMEN PLATZ

VENDOR INFORMATION

OCTOBER 5 - 8, 2023 | DOWNTOWN KITCHENER

DATES: October 5-8, 2023

LOCATION: King Street & Gaukel Street, Downtown Kitchener

EVENT HOURS: *Event runs rain or shine

Gaukel Street + Beer Garden

Thursday, October 5th 4pm – 11 pm (Gated Event)
Friday, October 6th 12pm – 10pm
Saturday, October 7th 12pm – 10pm
Sunday, October 8th 12pm – 4pm

King Street (Vendor Market)

Friday, October 6th 10am – 7pm
Saturday, October 7th 10am – 7pm
Sunday, October 8th 10am – 4pm

VENDOR FEES:

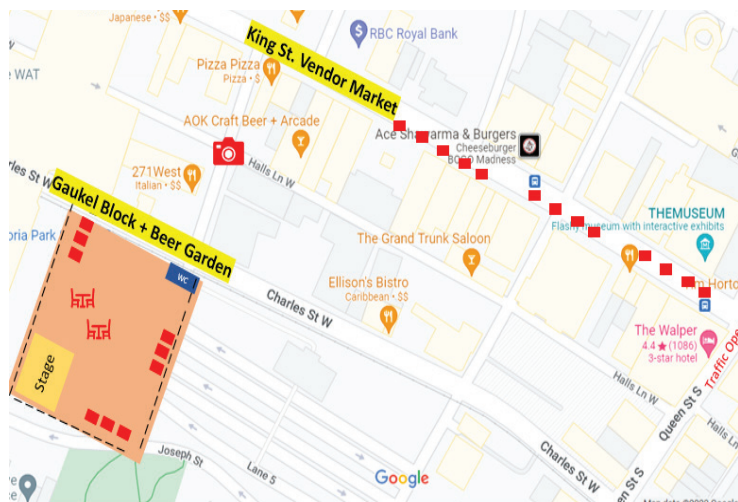
Gaukel Street + Beer Garden

Breweries & Alcohol Vendors (Wine/Distilleries)
– \$950 (10x10 branded tent or Seacan)
Retail Vendors – Seacan 10ft \$500
– Seacan 20ft (double) \$700

King Street (Vendor Market)

Artisanal Vendors – \$500 (10x10 tent or Hut + hydro included)
Food Vendors – \$950 (Hut or 10x20 space)

Artisanal vendors in both areas (Gaukel & King Street) – \$850 total



APPLICATION DEADLINE: July 31, 2023

VENDOR APPLICATION: Apply online at oktoberfest.ca/willkommenplatz

APPLICATION PROCESS:

Step 1: Complete the application online at oktoberfest.ca/willkommenplatz.

Step 2: If accepted, you will receive an emailed admission of application and invoice.

Step 3: To secure your spot, payment must be received & can be made via credit card, cheque or EFT.

Please include the following with your application:

- Copy of liability insurance and/or insurance certificate in the amount of two million dollars (five million for food vendors). Upon acceptance, K-W Oktoberfest Inc. must be added as additional insured.
- Current health inspection must accompany each application for food vendors only.
- City of Kitchener Vendor's Permit Number, if applicable.
- Photo of your booth or products, if available.



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Willkommen to the 55th Annual Kitchener-Waterloo Oktoberfest! The hub of Kitchener-Waterloo Oktoberfest is located at the Willkommen Platz in Downtown Kitchener, along King Street and Gaukel Street. Raise a stein in the biergarten, savour authentic German cuisine from one of our food vendors, shop our local vendor market, or sing along in front of the stage at one of our live performances. Be part of this year's Festival and apply for vendor space today! Apply online at oktoberfest.ca/willkommenplatz.

Vendor Responsibilities

- Ability to adapt to the Bavarian/German theme of the festival.
- Set up will take place on Thursday, October 5th. All vendors must be present and ready for inspection at designated time (tbc).
- Full vendor fee is not refundable for cancellations less than 30 days prior to the event.
- Vendors cannot rent out huts or occupy huts registered to another business.
- K-W Oktoberfest Inc. is not responsible for perishable goods/inventory, and makes no representation or warranty with respect to the number of attendees or the actual or potential sales revenue for any vendor.
- Vendors agree to sell only pre-approved product/items at your location. Vendors should be set up a half an hour prior to the hours of operation and are expected to stay open until closing each day.
- Teardown of all vendors must be complete by Sunday, October 8th by 8pm.
- Must comply with local building, fire, health codes and regulations, as well as all licensing requirements. This is the sole responsibility of the vendor to ensure proper documentation is obtained.
- K-W Oktoberfest Inc. cannot be held responsible for items destroyed by vandalism, theft, or any other cause, and is not responsible for lost or damaged articles or displays under any circumstances. Overnight security is provided for the duration of the event. However, all items left overnight by vendors at their area will be at their own risk.
- Maintain a clean and attractive site at all times.
- Maintain stable pricing so as to avoid inflation or deflation among vendors.
- Vendors are not permitted to sell items beyond the approved booth area.
- All vendors are required to have a fire extinguishers (2A5BC) visible.
- Vehicles are NOT permitted to park in the Willkommen Platz.
- No Smoking or Vaping.
- All vendors making sales to the public are responsible for collecting and submitting their own HST.

Additionally, FOOD Vendors

- Utilize our sponsors' products where applicable. Information on these products will be available as requested.
- Each individual vendor chosen to participate in the Festival will be responsible to meet the Region of Waterloo Public Health Special Event Food Vendor Requirements for their own food service to the public. We will guide you through the process.
- Each vendor is responsible for their own individual expenses incurred in the setting up and the operating of their food booth.

CONTACT US

K-W Oktoberfest Inc. | 519.570.4267 | info@oktoberfest.ca | Apply online at oktoberfest.ca/willkommenplatz