

# Strawberry Festival

# Vendor Application Guidelines

## **Event Background:**

Strawberry Festival is Saanich's largest festival of the year, celebrating our proud history of rural and urban agriculture and the amazing strawberries grown on the peninsula. The event is located at Beaver Lake Regional Park, spread out over two sites. The main stage is located at Beaver Beach and the kids' zone is located at the "filter beds" or picnic site, connected by a beautiful lake front gravel walkway.

The main stage venue includes live music, vendors, free art activities, activations from Saanich police and fire, and the traditional servings of strawberries and ice cream. The kids zone venue includes live children's entertainment, inflatables, free kids' activities and vendors.

Strawberry Festival sees approximately 10,000 people at the event each year. The audience is multi-generational and diverse, with lots of young families in attendance. Saanich aims for the Strawberry Festival to be accessible to attendees, in terms of physical accessibility, financial accessibility, and cultural accessibility. Everyone in Greater Victoria should feel welcome at this event.

**Event Date and Time:** Sunday July 5, 2026, 11 am – 4 pm

**Location:** Beaver Lake Regional Park

**Eligibility:** Strawberry Festival is open to all types of vendors, split into two application streams: food vendors and general vendors. Preference may be given to vendors who can demonstrate some or all of the following:

- alignment with the event's theme of agriculture and strawberries
- sustainable practices
- diversity
- accessible pricing (if conducting or promoting sales)
- community benefit / local or small business

Please note that all non-food sales *must* demonstrate alignment with the event's theme. This is because the event is in a CRD park, and they require that all non-food sales be event-related. Food sales that demonstrate alignment will be given preference, but it is not a requirement.

Accepted food vendors will be required to submit proof of the following:

- VIHA mobile food certification
- Saanich business license
- Commercial-General liability insurance of at least \$2 million
- Saanich Fire approval

Food vendors please note that the Province and Federal government have recently banned the following single-use items: compostable plastic containers, foam cups and foam containers, and plastic utensils, straws, stir-sticks, and bags. These items will not be allowed at Saanich events. For more information on alternatives, please see The City of Victoria's sustainable takeout guide: [zero-waste-victoria-sustainable-takeout-guide](#)

Saanich encourages a diversity of applicants, including but not limited to race, ethnicity, national origin, gender, gender identify, gender expression, sexual orientation, age, disability, socio-economic status, class and religion.

### **Application Process:**

- 1) Determine if you are a food vendor or non-food vendor and select the appropriate application. Note that food vendors include food trucks, food carts, and food booths with both ready-to eat meals or beverages and pre-packaged or non-cooked foods such a fresh produce, jams, jellies, preserves, cured meats, baked goods etc.
- 2) Apply online ([www.saanich.ca/strawberryfestival](http://www.saanich.ca/strawberryfestival)) and click submit. Your submission will be sent directly to the Saanich events programmer for review.
- 3) Wait for confirmation or an update within one to two weeks of submitting your application.
- 4) If accepted, please submit any supporting documents via email if applicable.

### **Schedule:**

Jan 26 – Applications open

Feb 6 – Confirmations or updates to the first round of applications are sent.

Feb 9 – applications are accepted on a rolling basis until full or until June 1.

June 1 – applications close, if not already full.

June 25 – confirmation email with event details, load in schedule etc sent out.

**Vendor fee:** none.

### **Questions? Please contact:**

Special Events Office

District of Saanich, Community Services Division

Email: [events@saanich.ca](mailto:events@saanich.ca)

Tel: 250.475.5558