



NEWMARKET MUSIC SERIES

Vendor Application Form

Thank you for your interest in participating in the Town of Newmarket's Music Series presented by TD 2026.

The Newmarket Music Series presented by TD is a free outdoor concert series featuring top quality, professional tribute acts, along with local up and coming artists as opening performers. Concerts take place Thursday evenings from July 9 to August 20, 2026 at Newmarket Riverwalk Commons (200 Doug Duncan Drive) from 6:30 p.m. to 9:15 p.m.

The Town of Newmarket is seeking qualified and experienced vendors to provide food and/or beverage services for the Newmarket Music Series presented by TD. Vendors will be expected to deliver a high-quality, efficient and professional service that enhances the overall event experience for attendees.

Food & Beverage Operator Application

The Town of Newmarket is seeking a third-party operator to manage the licensed beverage and food area for each concert in the Music Series:

Event Schedule:

- Thursday, July 9, 2026
- Thursday, July 16, 2026
- Thursday, July 23, 2026
- Thursday, July 30, 2026
- Thursday, August 6, 2026
- Thursday, August 13, 2026
- Thursday, August 20, 2026

Event Day Schedule:

- 2 to 6 p.m. Load-in and set up
- 6 p.m. Food and beverage service begins
- 6:30 to 7:15 p.m. Opening Act
- 7:15 to 7:30 p.m. Intermission
- 7:30 to 9 p.m. Headliner set
- 9 p.m. Food and Beverage service ends
- 9:15 to 11 p.m. Strike and load out

Important:

Food and beverage vendors must submit separate applications. Joint applications or shared submissions will not be accepted.

Please return the completed form by Monday, May 11, 2026 at 4:30 p.m. to be considered.

**Applications can be emailed to Melinda Mendes, Special Events Programmer,
mmendes@newmarket.ca**

Food & Beverage Operator Continued

Vendor Fees & Structure

- The Town of Newmarket intends to select up to a maximum of three (3) beverage vendors per event date. Final vendor selection and total number of vendors is subject to change at the sole discretion of the Town.
- Beverage vendors: \$700 plus HST per event date, per beverage vendor
- Food vendors: \$200 plus HST per event date, per food vendor
- Both Food and Beverage: \$800 plus HST per event date, per both food and beverage vendor
- Not-for-profit food vendors may be exempt from vendor fees.
- All fees must be paid in full in advance of each event date.
- NEW for 2026: Vendor fees are fixed and not based on revenue. There is no profit-sharing arrangement associated with this opportunity.
- Vendor fees are established to offset costs incurred by the Town in operating the licensed area, including (but not limited to) York Regional Police paid duty offices and event security personnel.

Beverage Vendor Responsibilities

The successful beverage vendor(s) will be responsible for providing the following products and services at their sole expense:

- Obtain a Special Occasions Permit (SOP) from the Alcohol and Gaming Commission of Ontario (AGCO) for each concert and ensure compliance with all rules and regulations set forth by the AGCO for public events. If the vendor has a Caterer's Endorsement as an add-on to their existing Liquor License an SOP may not be required. It is up to the vendor to confirm requirements with the AGCO and show proof to the Town at a minimum of two weeks prior to each concert.
- Comply with the rules and regulations of the Town of Newmarket's Municipal Alcohol Policy.
- Sell and serve beer, wine, and spirits (optional) within the licensed area during the specified operating hours.
- Use only biodegradable or compostable beverage containers.
- Provide proof of Comprehensive or Commercial General Liability Insurance coverage in the minimum amount of \$5,000,000 per occurrence, for bodily injury and property damage. The Town of Newmarket is to be named as additional insured on all insurance certificates. Proof of Insurance must be provided in the form of a certificate.

Food Vendor Responsibilities

The successful food vendor(s) will be responsible for providing the following products and services at their sole expense:

- Prepare, sell, and serve a variety of food options within the licensed area during the specified operating hours, including items that accommodate common dietary restrictions (i.e. vegetarian, vegan, nut/peanut free, etc.).
- Comply with all York Region Public Health requirements, including submitting a York Region Public Health Vendor Form a minimum of two weeks prior to the event date.
- Use only biodegradable or compostable containers for food and beverages.
- Provide proof of Comprehensive or Commercial General Liability Insurance coverage in the minimum amount of \$5,000,000 per occurrence, for bodily injury and property damage. The Town of Newmarket is to be named as additional insured on all insurance certificates. Proof of Insurance must be provided in the form of a certificate.

Additional Information

- Food service is not mandatory for beverage vendors. The Town reserves the right to secure additional food vendors to ensure a well-rounded event offering.
- Outside alcohol (BYOB) is not permitted at this time in order to support vendor operations and ensure controlled, safe alcohol consumption within the licensed area. This approach may be reviewed in the future and at the discretion of the Town. As such, any adjustments to vendor fees would be communicated accordingly.
- The Town of Newmarket reserves the right to assign vendors to specific dates.

Weather

Concerts will proceed rain or shine. The Town of Newmarket reserves the right to postpone and/or cancel any concert in the event of severe inclement weather.

Town Provided Services:

The Town of Newmarket will provide the following items:

- Signage and distinct markings to identify the licensed area.
- Access to hydro.
- Access to public washrooms.
- Garbage and recycling, including removal and replenishing.
- Letter of Municipal Significance for the Special Occasions Permit requirements.
- Site access for vendor load-in beginning at 2:00 p.m. on event days.
- Four (x4) paid duty York Regional Police officers.
- Approximately six (x6) uniformed security guards to monitor the entrance and exit points to the licensed area.

Evaluation Criteria

The Town of Newmarket anticipates receiving several beverage and food vendor applications for this event. The following criteria will be considered to determine the most appropriate fit for this opportunity:

- A well-balanced, appealing menu with reasonable and clearly outlined pricing.
- Detailed description of previous experience relating to food and beverage service at large outdoor public events.
- Food service is optional.
- The Town of Newmarket reserves the right to award the full concert series to one single vendor or split the series between multiple vendors, at its sole discretion.

Applicant Information	
Organization Name:	
Website:	
Contact Person:	
Email:	
Address:	
City Province:	
Postal Code:	
Phone:	
Day of Event Contact:	
Day of Event Contact Phone #:	

Vendor Application Type	
Application Type: Please indicate the service(s) you are applying to provide:	
Food Vendor (\$200 plus HST per event date, per food vendor)	
Beverage Vendor (\$700 plus HST per event date, per beverage vendor)	
Both Food and Beverage (\$800 plus HST per event date, per both food and beverage vendor)	
Not-for-profit food vendor	

Vendor Fee Payment Options:	
Mail-in a cheque made payable to: Town of Newmarket 395 Mulock Drive P.O. Box 328, STN Main Newmarket, ON L3Y 4X7	
Pay at a Customer Service desk by cash, cheque, debit, or credit once your application is approved. Customer Service desks include: Municipal Office Magna Centre Ray Twinney Recreation Complex 395 Mulock Drive 800 Mulock Drive 100 Eagle Street West	
Please note that all operator applications must be approved before payment is applied. Once your application is approved, you will be contacted with payment instructions and next steps.	

Applicant Information Continued

Please describe your proposed food and/or beverage menu including suggested retail price of each item on the menu.

Please describe any previous experience serving food and beverages in a licensed area of large public outdoor events. Please include two (2) references relevant to your previous experience.

Applicant Information Continued

How much space do you require for your set up? Provide a description of your setup that you will provide (e.g. canopies, refrigerators, trailers, vehicles etc.).

Operator Rules and Regulations

1. Set up can be completed between 2 p.m. and 5:30 p.m. on the day of each concert.
2. The vendor area must be supervised by qualified staff for the duration of the event.
3. You are responsible for all of your set up, tear down and any items to accompany your space. Any equipment including but not limited to chairs, tables, canopies, signs, will be the responsibility of the vendor. All canopies are required to be weighted down (staking is not permitted). You are responsible to provide your own weights and to make sure your canopy is secure. Extra weights are not available the day of the event.
4. All food vendors must complete and submit a York Region Public Health vendor application form. This form is available at York Region Public Health. This must be completed within two weeks of the event and submitted to York Region. This is mandatory.
5. The Town is dedicated to eliminating single use plastics. If you are planning on using single use plastics at a Town event (e.g. plates, cups, straws, balloons, plastic water bottles etc.) please let the Recreation Programmer know and we may be able to suggest a green alternative.
6. No smoking, fireworks, weapons, or illegal substances are allowed at any event.
7. Generators are not permitted at this event. The Town will provide access to power if needed.
8. This festival is held rain or shine. In the event of severe inclement weather, (e.g. thunderstorm, tornado, extreme temperatures) Town of Newmarket staff will make the decision to cancel or post-pone the event.
9. Parking will only be allowed and available in designated areas. No cars, vans, trucks will be permitted in the vendor areas unless approved before hand by the event organizer.
10. The Town will not be responsible for any damage to vendor property and vendors assume all liability in attending the event.

Operator Rules and Regulations continued

11. All applications must include proof of Comprehensive or Commercial General Liability Insurance coverage in the minimum amount of \$5,000,000 per occurrence, for bodily injury and property damage. Events requiring the use of an automobile as part of the event must also provide proof of Automobile Insurance with a minimum of \$5,000,000 limit. The Town of Newmarket is to be named as additional insured on all insurance certificates. Proof of Insurance must be provided in the form of a certificate prior to the vendor move-in date.
12. Town staff reserve the right to refuse entry and participation of any vendor if the above requirements are not met.

Please Sign Form Below

By signing below you agree that you have included all information pertaining to your on site operations and you have read and understood these rules and regulations and agree to abide by them for the event.

Signature of Applicant:	
Date:	

AGREEMENT TO INDEMNIFY AND HOLD HARMLESS

In consideration of acceptance of this application the undersigned applicant agrees to save harmless and fully indemnify the Town of Newmarket and its officers, servants, employees, elected officials and agents from and against all claims, demands, suits, actions causes of action or proceedings that may be brought against or made upon the Town of Newmarket, its officers, servants employees, elected officials and agents by any person or persons in which the claims, demands, suits, actions causes of action or proceedings may result from, arise from, be contributed to or be, in any way related to any act, omission, failure to act or otherwise of the applicant its officers, servants, employees, and agents pertaining to the Special Event described in this application.

Signed Sealed and Delivered at the Town of Newmarket, in the Province of Ontario this _____ day of _____, 2026.

Authorized Signature of Applicant:	
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