



2011 Sponsorship & Booth Opportunities

The Livermore Certified Farmers' Market is held every Thursday evening from May 19th through October 20th. The Market has become a weekly gathering place for more than just produce! With the beauty of our Carnegie Park, it is a place to gather with friends and enjoy food and entertainment, as well. With 22 weeks in the season, the market offers a wonderful opportunity for your company to gain visibility among thousands of Tri-Valley residents. To become a Livermore Farmers' Market Sponsor or to have a booth, please complete the application below. Questions? Please contact Livermore Downtown Inc.: 925-373-1795 or events@Livermoredowntown.com.

FARMERS' MARKET SEASON SPONSOR

Your **\$5,000 Sponsorship Donation** (non-exclusive) includes a booth set up, 10'x10' canopy, 6' table & 2 chairs, in prime location at all 22 Farmers' Markets. Your business will be listed and linked on www.livermoredowntown.com as well as all Livermore Downtown Inc. print advertisements.

THIRSTY THURSDAY SPONSOR

In addition to the market on the third Thursday of each month we kick things up a notch with local wine tasting, live music and arts & crafts. Thirsty Thursday's have become a community favorite and is the perfect venue to showcase your business! Your **\$2500.00 Sponsorship Donation** (non-exclusive) includes a booth set up, 10'x10' canopy, 6' table & 2 chairs, at each Thirsty Thursday (6 weeks total) and your business listed and linked on www.livermoredowntown.com as well as all Livermore Downtown Inc. Thirsty Thursday print advertisements.

FAMILY FIRST NIGHT SPONSOR

The First Thursday of the summer months we will celebrate our families with entertainment, games, crafts, story times and fun for the whole family! Your **\$2,000.00 Sponsorship Donation** (non-exclusive sponsor) includes a booth set up, 10'x10' canopy, 6' table & 2 chairs, at each Family First Night (3 weeks total) and business listed and linked on www.livermoredowntown.com as well as all Livermore Downtown Inc. Family First Night print advertisements.

COMMERCIAL SPONSOR

There will be one Commercial Business sponsorship opportunity each Thursday night from May 19th through October 20th for **\$300.00** each Thursday. Only ONE Commercial sponsorship opportunity is allowed per business, per season. Sponsors will be provided with a booth set up, 10'x10' canopy, 6' table & 2 chairs.

NON-PROFIT SPONSOR

There will be ONE local Non-Profit sponsor per week at the cost of **\$50.00**. All Non-profit organizations must submit proof of nonprofit status. Sponsors will receive a 10x10 booth space at your chosen market; you must provide your own canopy, table and chairs.

ART & CRAFT BOOTH SPACE AT THIRSTY THURSDAYS

On the third Thursday of each month we feature local wine tasting, live music and arts & crafts. Vendors may reserve a booth space for **\$75.00** per Thirsty Thursday. There is a maximum of six Arts & Craft vendors allowed at each Thirsty Thursday. Vendors MUST make their own product. You must supply your own set-up; canopy, table, chairs, etc.

ACTIVITY BOOTH SPACE AT FAMILY FIRST NIGHTS

The first Thursday in June, July & Aug are deemed Family First Nights at the market! These are great nights to promote your family friendly business or organization to the community. If you provide a game, craft or activity we will kindly waive the regular booth fee. If providing craft, it must be a make-n-take project and supply enough materials for approximately 200 kids. Coloring activities are NOT considered a craft! There is a maximum of six booths allowed at each Family First Night. You must supply your own set-up; canopy, table, chairs, etc.



2011 THURSDAY FARMERS' MARKET Booth Space Application

This application is for the purpose of assisting the Livermore Downtown Inc. in the selection of vendors for the 2011 Livermore Certified Thursday Farmers' Market. This application for contract is not a contract, nor a guarantee of same. Return completed application to Livermore Downtown Inc. PO Box 1067, Livermore, CA 94551. Applicants will be notified of acceptance to participate in this event & will receive a confirmation with more event details at that time.

Name of Business: _____

Name of Owner: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Cell Phone: _____ Fax: _____

Email: _____

Website: _____

CA Resale #: _____ (only if selling product, must submit copy)

City of Livermore Business License # _____ (only if selling product, must submit copy)

Please make an itemized list of goods for sale and/or planned activities and informative handouts. Livermore Downtown has the right to remove the products.

BOOTH FEES Please check desired category (PRICE IS PER 10'x10' SPACE)

Season Sponsor	\$5,000	_____
Thirsty Thursday Sponsor	\$2,500	_____
Family First Night Sponsor	\$2,000	_____
Non-Profit Organizations	\$50.00	_____
Art & Craft Vendor	\$75.00	_____
Commercial Vendor	\$300.00	_____

Non Profit, Art & Crafts and Commercial Businesses, please list the date(s) that you are requesting and we will try and accommodate your request. The Livermore Certified Farmers' Market runs every Thursday from May 19th through October 20th from 4:00pm – 8:00pm.

Please make checks payable to Livermore Downtown Inc.

Any checks returned by your bank are subject to a \$35.00 returned check fee.

VISA or MC (please circle one)

Card Number: _____ EXP.: _____



2011 THURSDAY FARMERS' MARKET RULES AND REGULATIONS

This is a rain or shine event.

No refunds will be given for any reason.

All vendors selling product must have a **City of Livermore Business License**. Business License Tax Application is available at http://www.ci.livermore.ca.us/Business_license.pdf or call (925) 960-4310.

Arts & Crafts vendors must make their own product.

Arts & Crafts vendors must bring own set up; **CANOPIES, TABLES, CHAIRS, ETC.**

All vendors selling product must have a **California Resale Permit** and it must be in plain view at all times during the event.

ALL VENDORS SELLING PRE-PACKAGED FOOD ITEMS MUST APPLY THROUGH THE PACIFIC COAST FARMERS MARKET ASSOC.: 925-825-9090 OR WWW.PCFMA.ORG

NO DOGS ALLOWED AT EVENT. NO DOGS ALLOWED INSIDE VENDOR BOOTHS.

No drug paraphernalia or symbols allowed, if seen you will be told to remove those items and/or leave the event with no refund of fees.

No products depicting nudity or pornography are allowed, if seen you will be told to remove those items and/or leave the event with no refund of fees.

Balloon rules: helium tanks must be secured to a stationary object. No Mylar balloons permitted and all balloons must be weighted.

Livermore Downtown Inc., its volunteers, and the City of Livermore will not be responsible for any liability, damage, theft, weather related, or destruction of property, including vehicles. By printing and signing your name below, you agree and understand the guidelines of this event. You have read and will comply with the RULES AND REGULATIONS as stated for this event. Failure to comply with these RULES AND REGULATIONS for this event will mean expulsion from the event, and NO REFUND of fees will be issued.

Signature _____ Date _____



**2011 THURSDAY FARMERS' MARKET
HOLD HARMLESS AND INDEMNIFICATION AGREEMENT**

I, _____, shall save, keep and hold harmless Livermore
(Print Business Name)

Downtown Inc., The City of Livermore, Livermore Area Recreation and Parks District, it's officers, agents, employees, and volunteers from all damages, costs, or expenses in law equity that may at any time arise or be set up because of damages to property or personal injury, or weather, received by any reason or in the course of the **2011 Livermore Certified Farmers' Market** which may be occasioned by any willful or negligent act of

_____ any of _____ employees,
Business Name (Please Print) Business Name (Please Print)
or any subcontractor.

SIGNATURE OF AUTHORIZED REPRESENTAIVE

I, _____, warrant that I have the authority to bind the below listed
(Print Your Name)

organization or business to this Special Event Hold Harmless and Indemnification Agreement by my signature hereon do so bind this organization or business.

Signature of Authorized Representative
(Original Signature Required)

Title: _____

Organization/Business: _____

Address: _____

Phone: _____