

# 2009 Livermore Farmers' Market Sponsorship & Booth Opportunities

The Livermore Certified Farmers' Market is held every Thursday evening from May 21<sup>st</sup> through October 15<sup>th</sup>. 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 Michelle Gerow at Livermore Downtown Inc. 925-373-1795 or [Michelle@Livermoredowntown.com](mailto:Michelle@Livermoredowntown.com).

## FARMERS' MARKET SEASON SPONSOR

**\$5,000 Sponsorship Donation (non-exclusive)**

**Sponsor will receive:**

- ✓ Credit as sponsor for the 22 Markets, including Thirsty Thursdays and Family First Night, in The Independent News Papers weekly ads and in all media outreach.
- ✓ Booth set up at all Farmers' Markets; 10'x10' canopy, 6' table & 2 chairs
- ✓ Business linked on web-site [www.livermoredowntown.com](http://www.livermoredowntown.com)

## THIRSTY THURSDAY SPONSOR

Evening includes local wine tasting, live music and arts & crafts

**\$2,500.00 Sponsorship Donation (non-exclusive)**

**Sponsor will receive:**

- ✓ Credit as sponsor for in The Independent News Papers Thirsty Thursday ad and in all media outreach for the markets on May 21<sup>st</sup>, June 18<sup>th</sup>, July 16<sup>th</sup>, Aug 20<sup>th</sup>, and Sept 17<sup>th</sup>.
- ✓ Booth set up at each Thirsty Thursday (5 weeks total); 10'x10' canopy, 6' table & 2 chairs
- ✓ Business listed on web-site [www.livermoredowntown.com](http://www.livermoredowntown.com)

## FAMILY FIRST NIGHT SPONSOR

The First Thursday of the Month will celebrate our families with concerts, games, story times and fun for the whole family.

**\$2,000.00 Sponsorship Donation (non-exclusive sponsor)**

**Sponsor will receive:**

- ✓ Credit as sponsor in The Independent News Papers Family First Nights add and in all media outreach for the markets on June 4<sup>th</sup>, July 2<sup>nd</sup>, August 6<sup>th</sup>
- ✓ Booth set up at each Family First Night (3 weeks total); 10'x10' canopy, 6' table & 2 chairs
- ✓ Business listed on web-site [www.livermoredowntown.com](http://www.livermoredowntown.com)

## COMMERCIAL SPONSOR

There will be one sponsorship opportunities each Thursday night from May 21<sup>st</sup> through October 15<sup>th</sup> at **\$300** each. Only one commercial sponsorship is allowed per business per season.

**Sponsors will receive:**

- ✓ Booth set up at your chosen market; 10'x10' canopy, 6' table & 2 chairs
- ✓ An opportunity to plan a fun activity around your business
- ✓ Your company name listed in The Independent News Papers ad the week of your sponsorship

## NON PROFIT SPONSOR

There will be one local Non-Profit sponsor per week at the cost of **\$50**. This fee may be waived if your group provides an activity. Must submit proof of non profit status.

**Sponsors will receive:**

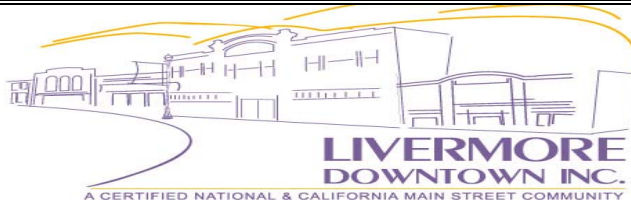
- ✓ ~~Booth set at your chosen market; 10'x10' canopy, 6' table & 2 chairs~~
- ✓ An opportunity to plan a fun activity around your business
- ✓ Your company name listed in The Independent News Papers ad the week of your sponsorship

## ART & CRAFT BOOTH SPACE AT THIRSTY THURSDAYS

There is a maximum of 6 Arts & Craft vendors allowed at each Thirsty Thursday. The cost for the booth space is **\$75** per Thirsty Thursday. Must make own product. Must supply set up; canopy, table, chairs, etc.

2060 Second Street  
Livermore, CA 94550

PO Box 1067  
Livermore, CA 94551



(925) 373-1795 Phone  
(925) 373-6471 Fax  
www.livermoredowntown.com  
lms@livermoredowntown.com

## LIVERMORE CERTIFIED FARMERS' MARKET Booth Application

This application is for the purpose of assisting the Livermore Downtown Inc. in the selection of vendors for the 2009 Livermore Certified 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.

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**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 21<sup>st</sup> through October 15<sup>th</sup> from 4pm-8pm.

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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. \_\_\_\_\_

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## RULES AND REGULATIONS

This is a rain or shine event.

No refunds will be given for any reason.

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 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](http://www.ci.livermore.ca.us/Business_license.pdf) or call (925) 960-4310.

If you are selling **PRE-PACKAGED FOOD** YOU MUST have appropriate **ALAMEDA COUNTY HEALTH PERMITS**. If you have any questions please call the Alameda County Health Departments Special Events Coordinator at (510) 567-6748.

**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.

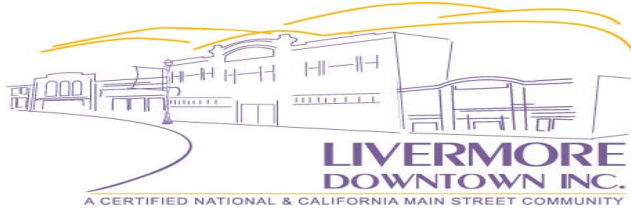
Balloon rules: helium tanks must be secured to a stationary object. No Mylar balloons permitted and all balloons must be weighted.

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 \_\_\_\_\_

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## 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 **2009 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 REPRESENTATIVE

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: \_\_\_\_\_