

2021 Thursday Market Sponsorship & Booth Partnerships

The Livermore Downtown Farmers Market is held every Thursday evening from April 15th through November 18th. The Market has become a weekly gathering place for more than just produce! With 32 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. events@livermoredowntown.com. **NOTE: Much is different in this Pandemic time. Do not assume that things are back to normal. Please follow all new requirements and restrictions as directed.**

FARMERS' MARKET (WHOLE) SEASON SPONSOR

Your **\$5,000 Sponsorship Donation** (non-exclusive) includes a 10'x10' booth space in prime location at all 32 Farmers' Markets. Your business will be listed and linked on www.livermoredowntown.com event page as well as all Livermore Downtown Inc. marketing materials. Sponsors need to provide own booth set up, 10'x10' canopy, table & chairs.

COMMERCIAL SPONSOR

There will be one Commercial Business sponsorship opportunity each Thursday night from April 15th through November 18th for **\$300.00** each Thursday. You may only sign up for one at a time. Note first request and list other dates interested in and you will be notified based on availability for other dates. Sponsors need to provide own booth set up, 10'x10' canopy, table & chairs.

NON-PROFIT SPONSOR

There will be ONE local Non-Profit sponsor per week at the cost of **\$50.00**. (Temporary COVID Reduction to **\$35**) 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. You may only sign up for one at a time. Note first request and list other dates interested in and you will be notified based on availability for other dates.

This application is for the purpose of assisting the Livermore Downtown Inc. in the selection of vendors for the 2021 Livermore Downtown 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 or events@livermoredowntown.com. Applicants will be notified of acceptance to participate in this event & will receive a confirmation with more event details at that time.

Business: _____

Owner: _____

Address: _____

City: _____

Zip: _____

Cell Phone: _____

Email: _____

Website: _____

BOOTH FEES Please check desired category (<u>PRICE IS PER 10'x10' SPACE</u>)		
Season Sponsor	\$5,000	_____
Non-Profit Organizations	\$50.00	_____ \$35 COVID
Commercial Vendor	\$300.00	_____

Non Profit and Commercial Businesses, please list the date(s) that you are requesting and we will try and accommodate your request. Livermore Certified Farmers' Market booth spaces are available Thursday's from April 15th through November 18th 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.

Please call Livermore Downtown for credit card processing.

This is a rain or shine event.

No refunds will be given for any reason.

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: No helium balloons allowed, air filled only. No Mylar balloons permitted.

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 _____

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 **2021 Livermore Downtown 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: _____

LIVERMORE DOWNTOWN



farmers
market