



Application NON-SELLING

Please mail signed application to:
Ledyard Farmers' Market, Attn: Market Manager
P.O. Box 334, Ledyard, CT 06339 or
market_mgr@ledyardct.org

Owner Name(s): _____ Organization: _____

Business Address: _____

Phone: _____ Cell Phone: _____

Web Site: _____ Email: _____

Facebook.com/ _____

Name of Contact(s) working booth: _____, _____, _____

Please describe your organization's purpose: _____

Describe what you will have/be doing at your booth: _____

Note: Weekly themes are listed on the Marketing page

June 5	July 3	August 7	September 11
June 12	July 10	August 14	September 18
June 19	July 17	August 21	September 25
June 26	July 24	August 28	
	July 31		

What date(s) are you requesting to be at the market.

Reminder: Non-selling / Community spaces are limited. Only one market a month is allowable. LFM has strict rules on the type of community / non-selling vendors allowed. Submitting an application does not guarantee placement in the market. If you are selected, we will try to accommodate your first request.

_____, _____, _____, _____

Submission of this application is agreement to abide by all market guidelines and regulations.

NON-SELLING PARTICIPANTS

- The non-selling/community space at the Ledyard Farmers Market is dedicated to CT groups and organizations that would like to reach out to the community and share information about their organization.
- Non-selling/community vendors are welcome to distribute information about their group or organization and are encouraged to set up an engaging and attractive booth.
- No sales of any sort are permitted from your booth/space. Likewise, no food is permitted to be distributed through use of the booth/space. There is no fee for use of the community space, but the application must be completed in full and your date must be confirmed by the Market Manager.
- The Ledyard Farmers Market is a family friendly event that is welcoming to all people. We seek to include groups and organizations that span a wide variety of interests and services. We have a limited number of Community / Non-selling spaces and will focus first on Ledyard and surrounding area groups that have a focus on food, farming, health, and well-being; environmental issues and stewardship; education about or promoting best practices in the care of animals; education, creativity, and the arts.

PRINTED NAME

SIGNATURE

DATE

OFFICE USE ONLY

Date COMPLETED application submitted: _____

Paid in Full date: _____

Market Season: Summer Winter

Committee Contact Initials: _____



2019 Non-Selling Participant/Community Group PACKAGE

*Thank you for your interest in the Ledyard Farmers Market (LFM). This is our 11th year!
We look forward to reviewing your completed application and welcoming you to the market.*

Market Info:

- The summer market is held each **Wednesday** from 4pm to 7pm, beginning the first week of June through the last week of September. The market is held at the Ledyard Center Fair Grounds located at 741 Colonel Ledyard Highway, Ledyard, CT 06339.
- This year there are 16 markets.
- Note: Weekly themes are attached.

<i>June 5</i>	<i>July 3</i>	<i>August 7</i>	<i>September 11</i>
<i>June 12</i>	<i>July 10</i>	<i>August 14</i>	<i>September 18</i>
<i>June 19</i>	<i>July 17</i>	<i>August 21</i>	<i>September 25</i>
<i>June 26</i>	<i>July 24</i>	<i>August 28</i>	
	<i>July 31</i>		

Summer 2019 Market Committee:

Market Manager	Asst. Market Manager	LFM Committee Team
<i>Laura Kelly</i>	<i>Jami Allyn</i>	<i>Linda Davis, Pam Ball</i>
Market_Mgr@LedyardCT.org	Jallyn@Brand-svc.com	<i>Lauri Hary, Melody Farris</i>
		<i>Ellin Grenger</i>

LFM is proud to offer the market as a resource to Ledyard community-based non-profit organizations. Space is held for groups conducting Ledyard related outreach. There is no charge for hosting a booth. Participation is at the discretion of the market. **No sales are permitted from community booths and food may not be distributed.**

Participant Documentation:

- ✓ Submitting an application does not guarantee a spot at the market. **Only applications completed in full for your requested dates will be reviewed.** Once approved, you will be contacted by a committee member.
- ✓ Applications should be mailed to: The Ledyard Farmers Market, PO Box 334, Ledyard, CT 06339. Alternatively, applications may be emailed to Market_Mgr@Ledyardct.org or delivered to Town Hall during normal business hours.
- ✓ No community group participants will be allowed at the market without being confirmed prior to the market date.
- ✓ Participants requiring electricity will pay \$10 per market. Spaces with electricity are limited and are provided on a first come first serve basis.
- ✓ The LFM tries to accommodate all vendors and community group participants; however, the LFM has the final say on booth placement.

Market Grounds



Vendors and community group participants share responsibility for keeping LFM viable and ensuring public safety. By following the rules and policies as outlined below, participants will remain “in good standing” and help create a safe, fun, and profitable market environment. Violation of the rules will put the participant “out of compliance” which can affect their ability to participate in the market.

Set Up:

- ✓ Set up starts 3 or 3:15 depending upon town activities occurring on the fairgrounds. The Market Manager will notify the groups as to the start time.
- ✓ All groups must be set up and ready by 4pm sharp.
- ✓ Groups must supply their own tables, tents, etc.
- ✓ The entrance into the market field is specific. You must enter the fairgrounds via the Ledyard Bill Library entrance (off Colonel Ledyard Hwy). Drive up the library driveway and proceed through the gate and down the dirt road. Take a left up the hill and wait between the pavilion and back of the church. An LFM member will be at the entrance to give you your location.
- ✓ Vehicles will not be allowed onto the field after 3:50pm. If you get to the market after this time you can park in the church parking lot and walk your belongings to your location.



Canopies/Space:

- ✓ Most accidents at Farmers Markets involve windblown tents, canopies, and umbrellas. LFM requires that ALL community group participants always secure their tents, canopies, and/or umbrellas using stakes and/or weights.
- ✓ Vehicles must be parked directly behind the booth. Doors and trunks should be closed during the market.
- ✓ Displays: Tables must be covered with tablecloths, linen, burlap, etc. Floor length table clothes are preferred to hide any under table storage.
- ✓ Make sure there are not tripping hazards in or around your booth.

Clean Up:

- ✓ **Break down starts at 7:01pm. Do not start breaking down before this time. It is disruptive to the market patrons and fellow vendors and community groups.**
- ✓ Clean up must be completed by 8pm.
- ✓ Do not leave garbage behind; receptacles are provided.

Cancellations / Failure to Show:

- ✓ Please notify the Market Manager at least one week in advance for a planned absence.
- ✓ "Last minute" cancellations should be made no less than 48 hours before the market.
- ✓ After 2 "last minute" cancellations, or failure to show at a market, your good standing status with the market will be affected.
- ✓ After 4 "last minute" cancellations, or failure to show at a market, you will forfeit the remainder of the season.

Weather

LFM is an outdoor rain or shine market. The market expects to operate in mild wind or rain conditions. Please use your judgement as is fitting for you and your items to attend a market in mild wind or rain conditions, or during high heat and/or humidity. In the case of excessive rain, wind, severe or dangerous weather, or poor field conditions, the market would be cancelled. Should the market need to be cancelled, the Market Manager will send out notice, via text message and/or email no later than 12pm the day of the market. Every effort will be made to make any cancellation notice as early as possible. It shall be at the Market Manager's sole discretion to cancel or close an active market early due to inclement weather conditions.

Other Requirements/Information:

- ✓ Each community group should identify themselves by use of an attractively lettered sign stating their name and location. The sign must be clearly visible from the center aisle. All literature displayed on a group's table must relate to his/her group or affiliation.
- ✓ Any conflicts, or potential conflicts, which may arise between a community group participant and a market visitor, or between community group participants at the market must be brought to the attention of the LFM Market Manager.
- ✓ Groups are not allowed to break down their booth or leave the market, for any reason until closing time. Breaking down or leaving the market early will affect a group's good standing.
- ✓ Under no circumstances can a participant drive on the field during market hours. The safety of the customers and other vendors and participants is compromised.
- ✓ At the LFM ,we strive to create a welcoming, family atmosphere for our patrons, as well as a sense of community among our vendors and community group participants. All vendors and community group participants are expected to be courteous and honest with visitors, as well as one another.
- ✓ Community group participants who choose to bring children to the market as asked to ensure that the conduct of the minors is appropriate and not disruptive to customers, vendors or other community group participants.
- ✓ For political or religious groups, all literature and campaigning must be contained within the 10' x 10' vendor space.
- ✓ The Market Team is there to help you. Should you need a bathroom break or a few minutes away from your booth, let a team member know and we will have an LFM team member watch your booth.

Sanitation:

- ✓ Community group participants should present themselves in a clean and professional manner.
- ✓ Booths, tables and accessories should be clean and presentable.
- ✓ Smoking is not allowed on the property.
- ✓ Community group participants must operate their stand in a safe and sanitary manner. You should arrange your table to create an attractive display. Tables should be clean of debris and personal items.
- ✓ Food may not be distributed.

Volunteers

Our volunteers are wonderful and an important part of the market. Volunteers will wear either a green apron or green shirt. Volunteers donate their personal time to support our vendors and help the market succeed.

How LFM enforces the rules

- ✓ All rules of the market are enforced by the Market Manager, or his or her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manager in a timely manner.
- ✓ Customer complaints will be forwarded to community group participants and kept on file. Complaints may result in disciplinary action including removal from the market.
- ✓ If a community group participant does not abide by any of the rules of LFM, the Market Manager or designee may take any action deemed appropriate, including barring the community group participants.
- ✓ LFM reserves the right to make exception to these rules and enforcement policies at its discretion.



MARKETING

All community groups are highly encouraged take advantage of the LFM's marketing efforts. YOU can help drive traffic to the market! Please consider providing an update to the market as to what you will have available at your community booth. With this information, the market can offer you ***free, targeted social media posts.*** LFM market patrons follow the market social media closely and are very tuned in to who will be in attendance. Please don't miss out on this opportunity for the market to get the word out about your booth and your mission.

All community group participants are also encouraged to share LFM social media posts, create posts on their own websites directing followers to the market each week, sending email or newsletter blasts to your member base letting them know when you will be at the market.

The Ledyard Farmers Market has a theme each week. The themes have proven to be very popular and drive customers to the market. You are encouraged to review the list below and participate in any or all themes as you can. There are many ways to participate each week ranging from decorating your booth or providing a themed giveaway.

LFM Theme Weeks!		
Week	Date	Theme
1	Jun-5	Opening Day
2	Jun-12	Fiber at the Farm
3	Jun-19	A Very Berry Day
4	Jun-26	Don't be Cheesy... Come to the Market
5	Jul-3	Red, White & Blueberry
6	Jul-10	Bee Healthy
7	Jul-17	Super Market!
8	Jul-24	You Bacon Me Crazy
9	Jul-31	Butterflies, Blooms & Blossoms
10	Aug-7	Mellow Yellow Day
11	Aug-14	Puppies & Picnics
12	Aug-21	Art in the Park
13	Aug-28	Reduce, Re-use & Recycle
14	Sep-11	Military Day
15	Sep-18	Old Fashion Fair
16	Sep-25	Sweet on Ledyard

Marketing and Social Media Tips:

- ✓ Community group participants who post on social media are more visible and attract more members and followers. Tagging the LFM is an easy way to get the word out to interested people.
- ✓ Start an email list: Collect email addresses at your booth and encourage both new and loyal folks to sign up so you can inform them about special opportunities, other markets, information about your mission, etc.
- ✓ Wear a name tag to build a personal bond with shoppers.
- ✓ Wear branded t-shirts or aprons that display your community group logo.
- ✓ Learn the names of frequent visitors.
- ✓ Create an attractive display.

Ideas?

Have an idea to help the market succeed? Please let us know!

Help us make the Ledyard Farmers Market **THE** place to be on Wednesday afternoons in the summer!

We look forward to a successful season with you!

Thank you,

Ledyard Farmers Market

**** Please make copies of your application materials and retain this package for your records.****