

# 2024

## NON-DOWNTOWN BUSINESS APPLICATION

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_ E-mail **(required)** \_\_\_\_\_

Please select your Saturdays with the exact date in order of preference:

### Space #1: (\$250)

### Space #2 (\$250)

1<sup>st</sup> Choice \_\_\_\_\_

1<sup>st</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_

**YES – I want to have a table at the Farmers Market!**

- **Fee per week/per table=\$250.00**
- Merchant is responsible for bringing chairs and a tent. Table will be provided.
- You can promote and market your business with informational pieces
- You are permitted to sell only what you sell within your business
- No alcohol or tobacco products permitted
- Goods or services for sale must NOT be agricultural, consumable or in competition with other Farmers Market vendors
- The PDA and Pacific Coast Farmers Market Association has the right to restrict the sale of any items/products in competition with market vendors or any items deemed inappropriate
- If you do sell items during the market that are not be allowed you will not to be able to participate in future Farmers Market

If you are SELLING items or products, please list all products you will sell at Farmers Market:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I understand that the market is open rain or shine and there are no cancellations, refunds or changing of dates *(please initial)*

*Method of Payment:*

*Please check a box:*

Check:

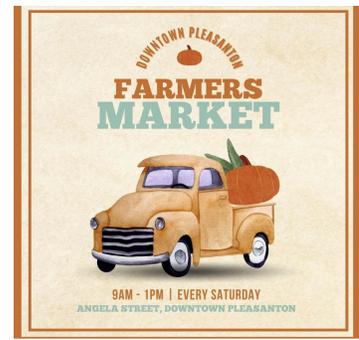
Invoice via Square:

**Make checks payable to:**  
Pleasanton Downtown Association  
333 Division Street  
Pleasanton, CA 94566

\* Online payments will occur a 3.5% fee



## Farmers Market Guidelines:



### Set up and take down time:

- The setup time for merchants is between 6:30 a.m - 8:30 a.m.
- Take down can begin after the market ends at 1 pm

### Location:

The booths are currently located next to the information booth near 55 W. Angela St.

### Space:

The space is typically 10' x 10' but exact dimensions are determined by the operators of Farmers Market. **Merchant is responsible for bringing chairs and a tent.**

- Table will be provided.

### Attendance:

On average during peak season, the market can get more than 5000 customers each Saturday. However, during the winter season, average is 2000-2500.

### Fee:

Per week \$250.00

You can promote and market your business with informational pieces. You are permitted to sell only what you sell within your business. No alcohol or tobacco products permitted. Goods or services for sale must NOT be agricultural, consumable or in competition with other Farmers Market vendors.

The PDA and Pacific Coast Farmers Market Association have the right to restrict the sale of any items/products in competition with market vendors or any items deemed inappropriate

Market is open rain or shine from 9 a.m. – 1 p.m. There is no cancellation policy and no refunds.

To reserve a date, please complete and return the application. Dates will be assigned on a first-come, first-serve basis once payment is received.