



Downtown Business Application Saturday Farmers' Market Table 2022

As a benefit of being a member of the PDA you have the exclusive opportunity to reserve the PDA table at an upcoming Farmers' Market!

The guidelines for the market are as follows:

- Set up and take down time: Merchants should arrive for set up at 7am, no later than 7:30am. Take down can begin after the market ends at 1pm.
- Location: Please check in with Michael Peterson, Manager of the Farmers' Market before set up. He usually is in or near the information booth, which is by 55 W. Angela Street.
- 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 6' table or less. Tent 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/per space \$100.00
- 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.
- Masks must be worn at all times during the market and all social distancing guidelines must be followed.

Market is open rain or shine from 8am – 1pm. There are no cancellations, no refunds and no changing of dates, once assigned.

To reserve a date, please complete and return the below form along with the appropriate fee in the form of exact cash or check payable to the PDA. If reserving two tables, it would be appreciated to submit two separate checks. Dates will be assigned on a first-come, first-serve basis once payment is received. (Once a month max)

**Pleasanton Downtown Association
333 Division Street
Pleasanton, CA 94566
(925) 484-2199**



Downtown Member Application
Saturday Farmers' Market Table
2022

Business Name _____

City of Pleasanton Business License Number _____

Contact Person _____

Business Address _____

Business Phone _____ E-mail (required) _____

Please select your Saturdays (January-March) with the exact date in order of preference:

Space #1 - \$100

Space #2 - \$100

1st Choice _____

1st Choice _____

2nd Choice _____

2nd Choice _____

3rd Choice _____

3rd Choice _____

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

- Fee per week/table = \$100.00
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 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 allowed you will not be able to participate in future Farmers Market
Market is open rain or shine from 8am - 1pm. There are no cancellations, refunds or changing of dates, once assigned.
Masks must be worn at all times during the market and all social distancing guidelines must be followed.

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

_____ (please initial)

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