



**Non-Downtown Business Application  
Saturday Farmers' Market Table  
2022**

***As a benefit of being a non-downtown 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 8am, no later than 8:30am. Take down can begin after the market ends at 1pm.
- 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 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 \$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.
- 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 9am – 1pm. There is no cancellation policy and no refunds.

To reserve a date, please complete and return the form below, 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)

333 Division Street  
Pleasanton, CA 94566  
Phone: (925) 484-2199 / Fax: (925) 484-3064  
info@pleasantondowntown.net



Non-Downtown Business Application
Saturday Farmers' Market Table
2022

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

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: (\$250)

Space #2 (\$250)

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/per table=\$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 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 to be able to participate in future Farmers Market
Market is open rain or shine from 9am - 1pm.
There is a no cancellation policy, no refunds and no changing of dates.
Masks must be worn at all times during the market
All social distancing guidelines must be followed.

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)