



Pacific Coast Farmers' Market Association

**5056 Commercial Circle, Suite E, Concord, CA 94520
925-825-9090 • 925-825-9101 (fax) • www.pcfma.com**

San Leandro Farmers' Market 2021 Merchant at the Market & Community Services Booth Program Rules

- Businesses or organizations occupying the Merchant at the Market & the Community Services Booth space are responsible for providing their own tablecloth, banner, literature, and display materials for the booth. You cannot sell anything at the booth. The placement of the booth is at the sole discretion of the Farmers' Market Manager.
 - No hands-on bodywork including, not limited to, massage and chiropractics unless a certificate of insurance is provided in advance to PCFMA.
 - No Serving food or drink. This requires health permits. We are a Farmers' Market – we encourage handing out something other than Candy.
 - No soliciting/handing out of fliers outside of the Merchant Booth/Community Services Booth area.
 - The Booth is not to be used for political purposes--No Campaigning or promoting of individuals or ballot measures is permitted inside.
 - Table and canopy are provided. Please bring tablecloth/covering.
- Businesses or organizations must request Merchant at the Market or Community Services space in advance by signing and returning the attached form to Peggy Collett at which point you will be contacted to confirm an available date.
- Space is limited and the Pacific Coast Farmers' Market Association reserves the right to deny any request for space or limit the amount of times that any business may utilize the space.
- Which Businesses May Apply: Priority for participation in the Merchant at the Market will be given first to members of the San Leandro Downtown Association that have business storefronts located within the City of San Leandro, and then to other businesses with business storefronts located within the City of San Leandro. All businesses must carry a current City of San Leandro Business License.
- Which Non-Profit Organizations May Apply: Priority for participation in the Community Services Booth will be given first to members of the San Leandro Downtown Association that have organizations serving the City of San Leandro, and then to other non-profits serving the City of San Leandro. All Non-Profits must have 501(c)(3) status.
- On Wednesdays, business/non-profits must arrive no later than 3:00 pm and be completely setup by 4:00 pm when the market opens. The Market Manager will direct the business/non-profit to the dedicated space. The market is open until 8:00 pm and business/non-profits are expected to be present and operating their booths throughout the market's operating hours. Businesses/non-profits that leave early will not be offered Merchant At The Market space in the future.
- The San Leandro Farmers' Market is open on Wednesdays, from 3:00pm to 8:00pm, between March 24 and October 6, 2021.
- **By submitting your request to participate in the Booth, you are agreeing to the above rules, violators will be asked to leave the Booth immediately by PCFMA Staff.**



2021 Merchant at the Market/Community Services Booth Request to Participate

Business Name: _____

Contact Name: _____

Business Address: _____

Phone: _____ Cell: _____

E-mail: _____ Website: _____

Dates Requested: _____

Signature: _____

Active Member of SLDA _____ Non-Member of the SLDA _____

Current City of San Leandro Business License? _____ yes _____ no

First Time Merchant at the Market/Community Services Booth? _____ yes _____ no

With my signature I request permission to participate in the Merchant at the Market program at the San Leandro Farmers' Market. I understand and agree that the right to participate is at the sole discretion of the San Leandro Downtown Association and agree to abide by their decision. I agree to hold the Pacific Coast Farmers' Market Association, the San Leandro Downtown Association, and the City of San Leandro harmless for any harm or injury that may occur in the market. I warrant that I have read, understand and will follow Pacific Coast Farmers' Market Association's Rules and Regulations and the rules of the Merchant at the Market program, and will obey the instruction of the Market Manager.

**Please return this signed form to the Downtown Association,
c/o Peggy Collett
as an e-mail attachment to peggycollett475@sbcglobal.net**

THIS AREA FOR USE OF SAN LEANDRO DOWNTOWN ASSOCIATION ONLY

___ Request accepted as noted below.

___ Request rejected due to _____

Dates Reserved: _____

Signature: _____

