



# Application for Community Groups/Non-selling Vendors

**Mail signed application to:**

Ledyard Farmers' Market, Attn: Market Manager  
P.O. Box 334, Ledyard, CT 06339

**Or Email To:** [ledyardfarmersmarket@gmail.com](mailto:ledyardfarmersmarket@gmail.com)

Organization: \_\_\_\_\_

Representative(s): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Web Site/Facebook: \_\_\_\_\_

Email: \_\_\_\_\_

Make/Model of vehicle: \_\_\_\_\_

**Name/Phone of people who will be on site:** \_\_\_\_\_

\_\_\_\_\_

Please describe your organization's purpose: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

**What date(s) are you requesting to be at the market (see page 2)?**

***Non-selling / Community spaces are limited to one per month.***

*We will try to accommodate your request(s).*

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

## Community Groups / Non-selling Vendors

- 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 your 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 the booth/space. There is no fee for use of the Community space, but the application must be completed in full and your date will 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 on Ledyard and surrounding area groups that have a focus on food, farming and well-being; focus on environmental issues and stewardship; educate about or promote best practices in care of animals; as well as those who focus on education, creativity, and the arts.
- Political and religious activities are prohibited at the market.

Please initial the following:

\_\_\_\_\_ We will adhere to all market safety policies.

\_\_\_\_\_ We understand that vehicles **must** be parked in the back of the parking lot (the last three rows) unless permitted otherwise by the Market Manager.

\_\_\_\_\_ We understand that we must enter the market via the Ledyard Bill Library and check in before setting up.

\_\_\_\_\_ Applying does not guarantee a spot in the market. Once approved, you will be contacted by a committee member.

\_\_\_\_\_  
PRINTED NAME

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

## 2024 Information Package

LFM is proud to offer the market as a resource to Ledyard community-based groups, town organizations, and non-profits. Space is held for groups conducting Ledyard related outreach. There is no charge for a table however participation is at the discretion of the market. **No sales are permitted from community/non-selling vendor booths and no food may be distributed.** Advance scheduling and pre-approval from LFM staff is required.

### Market Info:

The market is held each Wednesday from the first week of June to mid-September. The market is held at the Lower Town Green located at 718 Colonel Ledyard Hwy., Ledyard (behind the Bill Library and Ledyard Congregational Church).

This year there are 15 markets. The market runs from 4pm to 7pm.

Note: Weekly themes are listed below and on the Market webpage [www.ledyardfarmersmarket.org](http://www.ledyardfarmersmarket.org)

### **2024 SUMMER MARKET THEMES**

**JUNE - 5** – Earth Day **12** – Stuffed Animal Parade **19** - Sweets **26** - Halloween  
**JULY - 3** – Red, White & Blue **10** – Bee Bubbly **17** - Bacon **24** – Ocean/Beach **31** - NASCAR  
**AUGUST - 7** – 70’s Hippies **14** - Dogs **21** – Old Folks Day **28** – Game Day  
**SEPTEMBER - 4** – Back to School **11** – Hometown Heroes

### Documentation:

- ✓ The word “group” refers to community groups, town or state organizations, and non-selling vendors.
- ✓ A community group is a non-profit or a not-for-profit group operating for the benefit of others or animals. Ledyard CHAIN, churches, the VFW, and Scout groups are some examples of community groups.
- ✓ A non-selling vendor is a local vendor who participates in the market to promote their business by the distribution of information or materials but does not sell any items. For example, a restaurant might give out coupons or a dental group might give out toothbrushes.
- ✓ **Submitting an application does not guarantee a spot at the market.** Applications from groups are reviewed by the committee and are allowed into the market at the market’s discretion. Once approved you will be contacted by a committee member.
- ✓ Applications may be filled out online (see [www.ledyardfarmersmarket.org](http://www.ledyardfarmersmarket.org)) Paper applications may be mailed to The Ledyard Farmers Market, P.O. Box 334, Ledyard, CT 06339 OR may be emailed to: [ledyardfarmersmarket@gmail.com](mailto:ledyardfarmersmarket@gmail.com)
- ✓ The market has a limited number of community group spaces.
- ✓ A group may request one space per month with priority given to selling vendors.

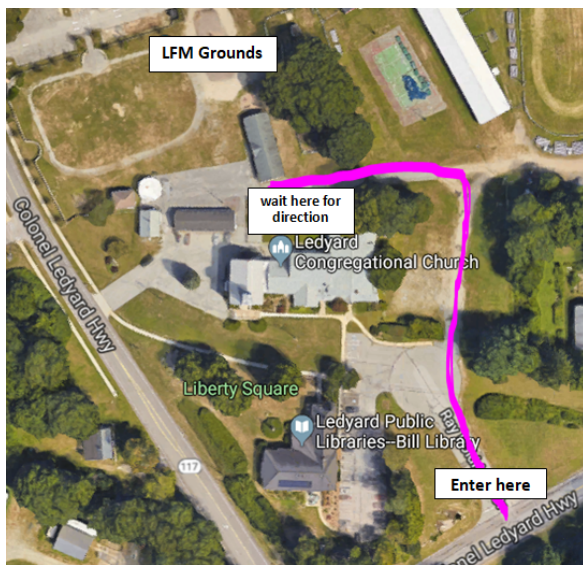
## Market Grounds



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

### Set Up:

- ✓ Set up starts 2:30.
- ✓ All groups must be set up and ready by 4pm sharp.
- ✓ **Groups must supply their own tables, tents, chairs, etc. The market may have equipment available for use but it is the responsibility of the group to retrieve, set up, take down, and store any borrowed equipment. The group will be responsible for replacing any damaged equipment.**
- ✓ 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 area after 3:50pm. If you get to the market after this time you can park in the church or library 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 groups secure their tents, canopies and/or umbrellas to the ground using stakes +/- weights.
- ✓ 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 around your booth.

## Clean Up:

- ✓ Break down starts at 7:01pm. **Do not start breaking down before this time.**
- ✓ Clean up must be completed by 8pm.
- ✓ Do not leave garbage behind.

## Cancellations / Failure to Show:

- ✓ Cancellations are expected 48 hours before the market.
- ✓ After 2 cancellations or failure to show your good standing status with the market will be affected.

## Weather

LFM is an outdoor market and therefore is weather dependent, we will tough out mild wind or rain, but in the case of excessive rain, wind, severe or dangerous weather the market would be cancelled. It shall be at the Market Managers sole discretion to cancel or close the market early due to the weather conditions. Should the market need to be cancelled, the Market Manager will send out notice, via text message or email by 12pm the day of the market.

## Group Requirements/Information:

- ✓ Each group must identify themselves by use of an attractively lettered sign stating their name and location. The sign must be clearly visible from the center aisle. Groups are encouraged to have business cards. All literature displayed must relate to his/her group affairs.
- ✓ Any conflicts, or potential conflicts, which may arise between a group and a customer or between groups 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 your group's good standing.
- ✓ Under no circumstances can anyone drive on the field during market hours. The safety of the customers and other vendors and groups is compromised.
- ✓ At the LFM we strive to create a welcoming, family atmosphere for both our patrons, as well as a sense of community among our groups. All groups are expected to be courteous and honest with customers, as well as one another.
- ✓ Groups who choose to bring children to the market as asked to ensure that the conduct of the minors is appropriate and not disruptive to our customers or other groups or vendors.
- ✓ 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:

- ✓ Groups should present themselves and their employees in a clean and professional manner.
- ✓ Booth, tables and accessories should be clean and presentable.

- ✓ No smoking or vaping on the property.
- ✓ Groups 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.

## Volunteers

Our hardworking volunteers are imperative to the success of our market. You can't miss them—they will be wearing green market shirts. Volunteers donate their personal time to support our groups and 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.
- ✓ LFM will contact group owners to address the non-complying behavior and corresponding consequence.
- ✓ Customer complaints will be forwarded to groups and kept on file. Complaints may result in disciplinary action including removal from the market.
- ✓ If a group does not abide by any of the rules of LFM or comply with federal, state, and local regulations applicable to market participation, the Market Manager or designee may take any action deemed appropriate, including barring the group from attending.
- ✓ 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. There are many ways to participate each week ranging from decorating your booth or providing a themed giveaway.

## 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.

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.\*\***