



Application NON-SELLING

Please mail signed application page to:
Ledyard Farmers' Market, Attn: Market Manager
P.O. Box 334, Ledyard, CT 06339 or
market_mgr@ledyardct.org

Contact Name: _____

Organization: _____

Mailing Address: _____

Phone: _____

Cell Phone: _____

Web Site: _____

Email: _____

Facebook: _____

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).

_____ , _____ , _____ , _____

Submission of this application is an agreement to abide by all market guidelines and regulations attached.

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 use of 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.

Please initial the following:

_____ We understand that COVID-19 safety measures may still be in place for some or all of the market and that these measures may impact the ability of the market to host Community Groups. We understand that the market will notify us regarding any changes in dates.

_____ If **COVID-19 precautions are necessary, we will adhere to all market safety policies.**

PRINTED NAME

SIGNATURE

DATE

2022 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 booths and no food may be distributed.** Advance scheduling and pre-approval from LFM staff are required.

Market Info:

The market is held each Wednesday from the first week of June to mid-September. The market is held at the Ledyard Center Town Green – lower lot located at 741 Colonel Ledyard Hwy., Ledyard.

Date	Theme 222
June 1	Back with a Bang
June 8	How Sweet it is
June 15	Rainbow Connection
June 22	Everything's Better with Bacon
June 29	SEA you at the market
July 6	Red, White & Berry
July 13	Let's Get Cooking
July 20	Ohana Luau

Date	Theme 222
July 27	Hometown Ho Down
Aug 3	Dogs Days of Summer
Aug 10	Bubbles & Blooms
Aug 17	Perfect Pairings
Aug 24	Crusin' to the 50's
Aug 31	Bee Happy, Bee Healthy
Sept 7	Colonel Pride
Sept 14	Heroes at Home

Summer 2021 Market Committee:

Market Manager – Lauri Hary – market_mgr@LedyardCT.org

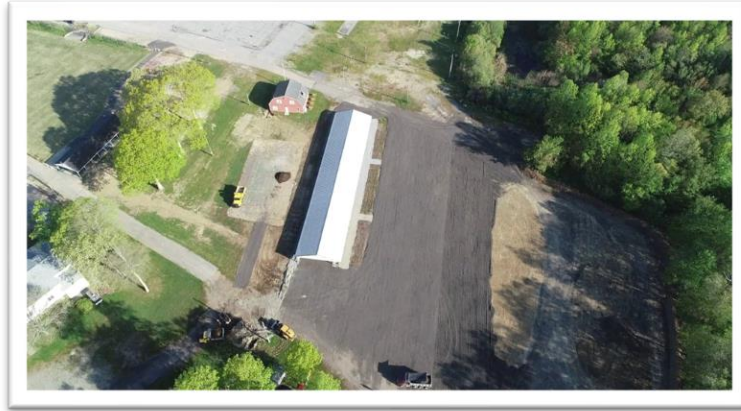
Asst. Market Manager – Jami Allyn – Jallyn@brand-svc.com

LFM Committee Team: Pam Ball, April Brunelle, Ellin Grenger, Pete Hary, Bill Thorne & Amy Yaras

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.
- ✓ **Applying 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 and documentation should be emailed to Market_Mgr@Ledyardct.net or mailed to P.O. Box 334, Ledyard, CT 06339.
- ✓ 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 at 2:30.
- ✓ All groups must be set up and ready by 4 pm 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 field after 3:50 pm. If you get to the market after this time you can park in the church 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.
- ✓ Vehicles must be parked directly behind the booth. Doors and trunks should be closed during the market.
- ✓ 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 no tripping hazards around your booth.

Clean-Up:

- ✓ Break down starts at 7:01 pm. Do not start breaking down before this time.
- ✓ Clean-up must be completed by 8 pm.
- ✓ 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 canceled. 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 canceled, the Market Manager will send out a notice, via text message or email by noon 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.
- ✓ For political or religious groups, all literature and campaigning must remain within the 10' x 10' space.
- ✓ 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 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 promptly.
- ✓ 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 an exception to these rules and enforcement policies at its discretion.

Marketing

All community groups are highly encouraged to 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. You are encouraged to review the list below and participate in any or all themes as you can. 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. ****