



Commercial Application to Sell 2022

Agricultural Community Events Farmers Markets *PO Box 113, Kenwood, CA 95452

415-999-5635 * info@ilovefarmersmarkets.org * www.ilovefarmersmarkets.org

ACEFM's Mission:

Agricultural Community Events Farmers' Markets is a 501(c)5 not for profit organization. Our mission is to promote agriculture and agriculture related products through community farmers' markets.

Seasonal Markets - Application Submittal

Please print the application, complete and sign it, and mail back to the above address via US Postal Service or drop off to the information booth at one of the open farmers' market locations during market hours, along with required supporting documents (see checklist), and application fee by March 1st to receive the reduced application fee of \$30. After March 1st the application fee is \$40.

Submittal of a complete application by this date will ensure you will be notified of acceptance in the first round of approvals going out by March 31st.

Year Round applications - Application Submittal

Applications for year round markets are approved within two weeks after receiving. There is no deadline date for year round markets.

Completed applications and supporting documents may be submitted by email at the Market Manager's discretion but applications will not be processed or approved prior to receipt of the required application fee. The Market Manager (MM) must receive clear, readable copies of your documents. If you are not able to download the application to print it, then we will mail you an application via USPS.

Market Application Fee. A non-refundable application fee must be submitted prior to application processing. Any application received without an application fee check will be held until the application fee is received. If the check name and business name do not match, please write the name of your business along with "ACEFM-Application Fee 2022" in the memo section of your check so that it is applied appropriately. Checks should be made payable to the ACEFM. Application fee as outlined:

- o New & renewing vendor applicants must include \$30 application fee
- o After March 1st deadline application fees go up to \$40

Prepaid Booth Fee: All markets require a prepaid booth fee. **Year Round markets:** the prepay is a deposit. If you have a seasonal product or need to stop attending the market the prepay can be applied to your last market day for year round markets & seasonal markets. Be sure to communicate this with the market manager prior to your last market day. **Seasonal markets:** the booth fee will be applied to the LAST MARKET DAY OF THE SEASON ONLY unless previously arranged with the Market Manager.

Renewing year round vendors do not need to submit a prepaid booth fee for the markets they are already participating in.

Acceptance to markets: You will receive an email of acceptance within 2 weeks or less after we receive your application. Selection is made by seniority first. It is up to the manager's



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discretion to allow duplicate products or services at the markets under each category.

Stall Size. Stalls are 10 ft. wide and 10 ft deep unless you require additional space. All fees are based on 10 ft x 10 ft booth space. We do not provide equipment for the stall. You must bring your own canopy, tables, chairs and display.

No Show Fee. The market looks full and vibrant only if there are not empty stalls between vendors. If you have made a commitment to attend the market and then later realize you are unable to attend, you must notify the MM at least 48 hours ahead of time by email, voicemail, or text message. If notification is not received then the reserved stall fee will be due to the Market Manager no later than the beginning of the next market you are scheduled to attend. In case of an emergency that occurs within 12 hours before the market, you must notify the office by telephone at 415-999-5635 or directly to the manager of that market. The cell numbers for market managers will be provided to you upon acceptance. Messages will be retrieved from the market cell phone up to 20 minutes before the market opens.

Remember, all markets operate RAIN OR SHINE.

Automobile Insurance. Vendors must provide for all people driving a vehicle in and out of the Market. This will ensure the protection of the Market, vendors and customers from uninsured vehicles.

Vehicle Parking. Not all markets that we operate allow for parking inside your designated space. Should be required to park outside the market please follow the instructions provided upon acceptance to the market location. Allow the nearest parking to go to your customers. The better the customer experience, the more likely they are to come back to the market. Should you need special accommodations please communicate that to our office or to the market manager.

Application Checklist

- ☐ Signed and dated application form.
- ☐ Non-Refundable Application Fee. Do not send cash. A check made payable to ACEFM must accompany your application.
- ☐ Prepaid Booth Fee for each of the markets you are interested in attending. The check or checks will not be cashed unless you are accepted to the market. If applying to several markets please include separate checks. **The prepaid booth fee will be applied to the last market day of the season.**
- ☐ Copy of current proof of car insurance for all vehicles that will enter the Market area.
- ☐ Copy of your current California Resale License (if you do not have contact <https://onlineservices.cdtfa.ca.gov/> /) **Only required if you are selling taxable goods.**
- ☐



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Business Name:

Please write the prepayment amount listed in the right hand box for locations you are applying for.

Year Round Markets	
Tuesday - Year Round Petaluma East-Side 10a - 1:30p Lucchesi Park 320 N McDowell, Petaluma 94954, Petaluma 94954 - Booth Fee \$40	
Wednesday - Year Round Santa Rosa Community Farmers' Market 9a-1p Farmers Lane Plaza, 1501 Farmers Lane - Booth Fee \$30	
Saturday - Year Round Santa Rosa Community Farmers' Market 8:30a - 1p 1351 Maple Ave Santa Rosa 95404 - Booth Fee \$40	
Sunday - Year Round El Mercadito Farmers Market Sunday 11a - 3p 777 Sebastopol Rd at Dutton, Santa Rosa 95407 Booth Fee \$25	
Seasonal Markets	
Tuesday - Seasonal Novato May 3rd - October 25th 4p-8p Behind CVS on 7th Street between Grant Ave and Novato Blvd Booth Fee \$45	
Wednesday - Seasonal Fairfax Wednesdays May 4th - October 26th 4p-8p Bolin Park 124 Bolinas Ave Booth Fee \$40	
Wednesday - Seasonal Cotati June 1st - September 28th 4:30-7:30pm La Plaza Park W Sierra at Old Redwood Hwy Cotati 94931 Booth Fee \$30	
Friday - Seasonal Rohnert Park June 3rd - August 26th 5p-8p Library Parking Lot 500 City Center Drive Rohnert Park 94928 Booth Fee \$35	
Saturday - Seasonal Petaluma Walnut Park May 7th - November 19th 2p-5p Walnut Park Petaluma Blvd at D Street 94952 Booth Fee \$35	
New & renewing seasonal vendor applicants must include \$30 application fee After March 1st deadline application fee goes up to \$40	\$40
Total Due. Add up prepay amounts on the right column plus application fee. This is the amount owed. Please include separate checks for each market. Make checks out to ACEFM. If paying with a credit card there is a \$5 processing fee.	



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Business Name:

Owner Name:

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Mailing Address (please include city and zip code) :

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Email Address:

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Phone numbers:

home:	business:	cell:
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Website:

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Business Location (please include county):

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Names of others that may vend for you:

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First Market Date:

Months that you expect sell at market

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Explain more about your business and what information and other items you will be handing out at the market

(if more space is needed write on back or add additional piece of paper):

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Please fill out all that apply and include a copy of all documents:

Sales Permit Number (required by all vendors who sell taxable items such as prepared ready to eat foods, arts and crafts):

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Vehicle Liability Insurance Company and Insurance Number (required by all vendors):

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Business Name:

Is it okay to give out your contact information to potential customers upon request: Yes____NO____

I have read and will abide by the rules and regulations of ACEFM & other county & state laws pertaining to selling at a certified farmers' market. ACEFM Rules & Regs are available by request.

Signature:_____Date:_____

Please return ASAP

*All pages of application along with this page signed and dated.

*Copy of applicable licenses

*Copy of Vehicle Insurance

*Copy of Liability Insurance (if applicable)

*Your prepayment of 1 stall fee per market you are requesting \$_____(Prepayment will reserve your space. Prepayments are non refundable once you have been approved to sell and can only be applied to the last market day of the season. For year round markets the prepayment will be considered a deposit to hold your space.)

*Application fee of \$40.

*Make all checks payable to ACEFM.

*Mail in with checks to:

Agricultural Community Events Farmers' Markets

PO BOX 113

Kenwood, CA 95452

*Please send separate checks for each market you are requesting.

*Your check will not be cashed unless accepted to the market.

***We accept applications throughout the year for all markets.** For returning seasonal vendors application due date for seasonal markets March 1 for returning vendors for the seasonal markets: if you are not able to get your application by March 1 please contact Kelly at 415-999-5635. If we do not receive your application by March 1 you may risk losing your space for the 2022 season.

Pay with a Credit Card. There will be a \$5 service fee added:

Credit Card # _____ Exp Date _____

CVN Code (3 digit code on back of card) _____ Billing Zip _____

Office Use Only

Check # s _____ Processed date _____

Markets Applying _____ SR Sat __ SR Wed __ PetES__ Mercadito__ Nov__ FFX__ PetWP__ Springs__ Cot__ RPFri__

PP _____ APP FEE _____

Approval Date _____ BY _____