

2017 Avon Farmers Market

Sponsor Booth Guidelines and General Information

Mission Statement

The mission of the Avon Farmers Market is to provide a venue where local Indiana farmers, producers, crafters and artisans come together to provide a variety of fresh produce and related products directly to the consumer. The Avon Market encourages direct communication between consumers and growers and fosters social gathering and community building.

Market Hours and Location

- Hours of operation will be *Tuesdays, 4pm – 7pm*, from June - September. The Avon Market is located at the south parking lot of the Hendricks Regional Health Building in Avon (8244 East US 36).

Sponsor Booth Responsibilities

- Farmers Market Sponsors are invited to be special guests of the market as many times as they'd like throughout the season. This is not required of our sponsors; however, if you choose to have a booth, all dates must be scheduled in advance with the market master.
- While a guest at the Avon Market, we ask that sponsors design simple games, crafts, or other interactive entertainment for the market patrons **and/or** have special “goodies” to hand out to patrons. Sponsors may not hand out any “goodies” that directly conflict with vendor products. Activities and handouts must be discussed and approved with the Avon Farmers Market.
- Market Sponsors may hand out marketing material and information about their organization but may **NOT** sell any *products* at the market. Certain items, such as tickets to an event or a fundraiser may be sold at the Market, but must be approved.

Set Up and Take Down Times

- **Set- Up:** The Avon Market is an open market and cannot be “closed” to customers. Customers will begin to arrive between 3:30 - 4:00. For the safety of customers *and* vendors **we ask all sponsors arrive for set up between 3:00 and 3:30** and be ready by 4:00pm. If you will be unloading and parking your car off the lot, you **MUST** have your car off the lot by 3:30!
 - **Late Arrival:** If you will be late to the Market you must notify the Avon Market as soon as possible. Market guests who arrive after 3:30 may have to park off the lot and transport their items to their booth.
- **Take Down:** Market guests are required to stay until closing of the Market at 7:00pm. Sponsors are responsible for removing all equipment, vehicles, trash and other items from the Market area by 7:30pm on each Market day.

Booth Space Details

- **Booth Space Details** - The Avon Market booth space is 20 feet wide. All Guest equipment must fit within the booth spaces.
 - Sponsors are allowed to park in their assigned space, although this is not required (if you choose to unload your car and park off the lot, you **MUST** have your car out of the lot by 3:30).
 - **Once your car is parked on the market lot – you are NOT allowed to remove your car from the lot until the market ends at 7:00pm!**
 - Each sponsor is solely responsible for their own equipment (tables, tents, displays, etc.). Sponsors will not be able to stake their tents to the pavement – it is advised that you come with other ways to secure your

tents (cement blocks, milk jugs filled with water, tying to your car, etc.). **The Avon Market can become very windy and is not responsible for damaged tents or other equipment!**

- **Electricity** - Limited electricity is available. Preference is given to the Market Vendors. It is in the best interest of the guest to provide their own source of power via generators, if needed.

Weather Policies

- The Avon Farmers Market is open rain or shine. However in the event of *severe weather* prior to the market, the Avon Market reserves the right to cancel the market for the day. Notice of market cancellations will be issued as far in advance as possible, via email directly with all guests. Cancellation notices will also be posted on the Town's website and Avon FM Facebook page.
- In the event that severe weather occurs during market hours, vendors, shoppers and sponsors are advised to move to a safe location.

Smoking

- Smoking at the Avon Farmers Market is prohibited as it is a smoke free campus

Liability Insurance

- All sponsors are solely responsible for any and all claims, injuries and damages resulting from their participation in the Market. Sponsors shall maintain liability insurance for protection against claims, injuries and damages.

Facebook, Website and Marketing

- In becoming an Avon Market Sponsor, you agree to permit gratis use of any photographs taken of the operation of your Market space to be used on the Avon Market Facebook Page, Website, or Marketing Materials.
- In addition, all sponsors agrees to release contact information (website, e-mail or phone) to be displayed on The Farmers Market Webpage and Facebook Page.
- The Avon Market requests our sponsors' help in keeping the Facebook page updated. Sponsors are encouraged to visit the Avon Market Facebook Page weekly to like and post information for customers.
 - Facebook Page Link – <https://www.facebook.com/AvonFarmersMarket>
 - The Avon Market also has information posted on the Town of Avon Website at – www.avongov.org

2017 Avon Farmers Market Sponsor Agreement

_____ agrees to sponsor the Avon Farmers Market in the amount of **\$500**.
Organization Name

In return for our sponsorship we understand that we will receive the following:

- Logo on the following marketing materials: newspaper ads, flyers, market tote bags, t-shirts, facebook and website.
- Special mention throughout the season on the Avon Farmers Market Facebook Page and website.
- Booth space at the Avon Farmers Market - dates must be pre-arranged with Market Master.

Sponsors who set up a booth at the Farmers Market must agree to hold harmless Hendricks Regional Health and the Town of Avon, as well as its agents, officers, members and employees from any and all liability, loss or damage, including, but not limited to; bodily and personal injuries, injuries resulting in death, property damage and all other claims, actions and expenses, including reasonable attorney fees and costs, which may occur as a result of sponsor's participation in the Market. Sponsors who fail to comply with the rules set forth in the Avon Market Guidelines and General Information document run the risk of losing their booth space at the Avon Market the following year.

We have received a copy of the Farmers Market Sponsor Booth Guidelines and General Information and agree to abide by these rules and guidelines.

Signature of Representative: _____ Date: _____

Printed Name: _____ Title: _____

Phone: _____ Cell: _____ E-mail: _____

Please make check payable to The Town of Avon and send to:

Town of Avon
Attn. Britt Woodard
6570 E. US Hwy 36
Avon, IN 46123
email: bwoodard@avongov.org