



Dear Non Profit/Community Service Agencies:

Thank you for your interest in the **Santa Rosa Downtown Market**. **The 2011 Market Season will run for 17 weeks every Wednesday from May 11th to August 31st from 5:00-8:30 p.m.**

The Santa Rosa Downtown Market provides vendors, as well as market-goers, a wonderful event bringing the community together to enjoy a variety of food, arts & crafts, fresh produce, non-profit agencies, entertainment and activities.

The Market has drawn more than one million people to Downtown Santa Rosa over the past twenty-two summers, and will continue to attract thousands each night as we enter our 23rd year. Get out of your office and into the streets ~ the Santa Rosa Downtown Market is coming!

A few ideas for those planning on having a booth at the Market...

- The most successful booths are FUN for the people staffing them.
- Do something interesting ~ get people involved & give them the opportunity to stop and ask questions.
- Have FUN...do a game or show off your results (pictures are good).
- Have something that people can touch or watch.

Enclosed you will find a 2011 Application Form and Rules & Regulations for non-profit/ community service agencies. Please be sure to read the 2011 Santa Rosa Downtown Market Rules and Regulations (available on our website). **Please return the application form by March 11, 2011** with your fees for the number of weeks you'd like to attend (payable to the "Santa Rosa Downtown Market"). Your check will not be cashed until you have been accepted as a participant in the 2011 Market.

If you have any questions please call the Market office at 707-524-2123. We'll be happy to answer any questions you may have. Thank you for your time and interest. We look forward to receiving your application!

Our Best,

Santa Rosa Downtown Market

*PO Box 15140 Santa Rosa, CA 95402
707-524-2123 / Fax- 707-545-6914*

2011 Application for Non-Profit Agencies

Santa Rosa Downtown Market

Application Deadline: Friday, March 11, 2011

Return application to:

Santa Rosa Downtown Market, 637 First Street, Santa Rosa, CA 95404

Call 707-524-2123 for information or fax to 707-545-6914

www.srdowntownmarket.com or e-mail: market@sonic.net

(Please print or type)

We wish to have booth space: One night Two nights Three nights Four or more nights

Name of Agency _____

Executive Director _____

Board Chair Person _____

Responsible person who will be in attendance at Market _____ Phone _____

Mailing Address (to send Market permit) _____

City _____ State _____ Zip _____ E-mail address _____

Day phone _____ Evening phone _____ Fax Number _____

Have you ever participated in the Downtown Market before? Yes No If yes, when _____

Proposed Display/Activity (be specific) _____

Proposed Agency Items for Sale (be specific) _____

Sellers Permit Number (**required if selling any items at your booth**): _____

Proposed Dates (Put in the order of preference) 1. _____ 2. _____

3. _____ 4. _____ 5. _____ 6. _____

Space fees are \$32 per week per space (approximately 10' x 10'). All operations must be within the portion of the space allotted. No activities are allowed on sidewalks, sidewalk peninsulas between parking bays, or within the fire lane area of the street.

Non profit agencies are not allowed to sell raffle tickets or any other games of chance at the Market.

Please sign the 2nd page of this application before sending it in...

AGREEMENT

The undersigned agrees that he/she has read and understood the Rules and Regulations of the Santa Rosa Downtown Market and will be able to comply with all of the Rules and Regulations described. The undersigned understands non-compliance may, at the discretion of the Market; result in removal of the activity from the boundaries of the Market. The undersigned further certifies that he/she is authorized to 1) execute this application on behalf of the group and 2) accept legal process on behalf of the group.

Applicant agrees to defend, hold harmless, and indemnify the City of Santa Rosa, its officers and employees, the Santa Rosa Downtown Market, its officers and its officers, and the Santa Rosa Chamber of Commerce, its officers and its employees from and against any and all claims for damages and any or all loss, provided such claim, liability or loss arises in whole or in part by any act or omission of applicant or that of any employee or agent of applicant, and so applicant agrees, irrespective of whether such claim, damages or loss also arose from or were caused by a negligent omission on the part of the City of Santa Rosa, the Santa Rosa Downtown Market, the Santa Rosa Chamber of Commerce or any of its officers or employees. Applicant has read the Santa Rosa Downtown Market's Rules and Regulations regarding the Purpose, Goals and Structure; General Policies and Operating Procedures for All Participants; Participation & Application; Hours of Market Operation; Regulatory Agencies; Equipment and Services; Fees for the 2011 Market Season and the Section herein regarding applicant's specific area of participation and applicant agrees to conform to the regulations contained therein.

Please submit with application form:

- Fees for total weeks of participation (Check will not be cashed until space is assigned)
- Copy of tax-exempt status (501 (c) 3, 4 or 6 letter) or proof of 9090 tax exempt status **(if new to the Market)**
- Copy of State Board of Equalization Sellers Permit (if selling any items)

Applicant understands that space will not be allocated until all of the above documentation is on file in the Santa Rosa Downtown Market office located at 637 First Street Santa Rosa, CA 95404.

THERE ARE NO REFUNDS FOR RAINED OUT MARKETS.

Date _____ Signed _____

Please make sure you have a copy of this application for your files.

FOR OFFICE USE ONLY: Date received _____ Ck # _____ Amount \$ _____ Entered _____

1. Non-Profit Agencies will be approved as the Santa Rosa Downtown Market ("Market") deems appropriate. Space is limited. Early application is recommended.
2. At the discretion of the Market, a number of spaces shall be provided for **tax-exempt community service agencies** that wish to tell their story to Market attendees.
3. Organizations wishing to participate at the Market must have an official tax exempt status or be part of the City of Santa Rosa or County of Sonoma Government Agencies. Verification (copy of 501(C) 3, 4 or 6 or 9090 tax exemption letter) must be provided at the time of application.
4. Direct sales of general merchandise are not allowed. Self-promotional items reflecting the logo of the organization, i.e., tee shirts, coffee mugs, pins, books and/or printed material reflecting your organization's purpose may be sold. All monies generated by approved sales of other items must go to the not-for-profit group. The Santa Rosa Downtown Market may request a full accounting. Non Profit vendors are not allowed to sell raffle tickets or any games of chance at the Market.
5. Approved applicants may schedule the first available weeks of their choice.
6. Sponsorship from other groups may not be used to circumvent the goal of offering the space to as many different groups as possible. Neither group that misrepresents their activities will be permitted back at the Market.
7. Community Service Agencies will be limited to four (4) people in their booth unless prior approval is obtained from the Market prior to opening.
8. Approved Community Service Agencies are responsible for providing:
 - A. **copy of State Board of Equalization Sellers Permit (if selling any items)**
 - B. **all equipment for their "booth" space: tables, chairs, backdrops, etc.**
 - C. **an attractive display of their wares**
 - D. **proper disposal of in-booth trash**
 - E. **a table draping that covers the table down to the street**
 - F. **sign(s) indicating agencies name**
 - G. **the name of the responsible person who will be in attendance at the Market**
 - H. **prior approval by the Market if there will be any change in the type of activity they are planning.**
9. Participants may not harass downtown visitors. Activities which are conducted in such a manner as to interfere with the goals or purposes of the Santa Rosa Downtown Market may result in immediate revocation of the permit.
10. Handbills may not be posted without City or property owner approval.
11. Participants must clean all streets, curbs, sidewalks and adjacent business alcoves and remove any litter that results from their activity.
12. Applicants whose format is determined to be entertainment shall not be eligible for a space allocation under the Community Service Agencies section, but shall be regulated by the Entertainment section.
13. **Vendors should be aware that the Santa Rosa Downtown Market liability insurance does NOT cover sellers. Vendors are encouraged to obtain their own liability insurance, as stated in the 2011 Santa Rosa Downtown Market Rules and Regulations.**
14. **THERE ARE NO REFUNDS FOR RAINED OUT MARKETS.**