

**2024 “Merchant at the Market” Stall Reservation Request  
Saratoga Farmers’ Market  
California Farmers’ Markets Association**



Merchant Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_

Mailing Address:

Email Address:

Website:

Day Phone:

Cell Phone:

*Please check the box of the best phone number to reach you at market.*

**Requested Date(s) of Participation: 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_**

[Saturdays, 9am-1pm, Year-round, Rain or shine]

*Saratoga Chamber of Commerce members may use the “Merchant-at-the-Market” booth at the Farmers’ Market **once a quarter**, if the booth is available.*

**Solicitation Policy:**

**We do not allow businesses to resale at our farmers’ markets.** Therefore the sales of goods; a request for money or other property or a contribution of money or other property is strictly forbidden.

**Suggested Use of Booth:**

Promotion of an event, introduce a new menu item, introduce a new business, perform a show (such as a dance studio or karate studio).

Participants must set up prior to the opening of the market and be ready to present their promotion by 9am and stay until 1pm. Please provide all supplies needed, including tent, table and table cloth. All materials you wish to distribute should be sent with this application and approved by CFMA before your participation date.

**Agreement:**

I will not solicit (see policy above) or resell products at the market. I agree to operate by the CFMA market rules and regulations. (A copy will be emailed to you). I have signed the Participation Agreement enclosed. I agree to cooperate with the market management. I will abide by the 72-hour cancellation policy and I will call the toll free line 800-806-3276 at least 72 hours in advance to cancel.

***\*Please attach photos of all promotional materials for application approval\****

**Please scan and e-mail your completed agreement to [cafarmersmks@gmail.com](mailto:cafarmersmks@gmail.com) to secure your requested date(s) of participation.**

## **Saratoga Merchant-at-the-Market Participation Agreement**

I hereby acknowledge receipt of and agree to abide by the California Farmers' Markets Association (CFMA) Market Rules and Regulations. Rules and Regulations are emailed to you when application is approved.

I/We hereby agree, as a representative of my business at a CFMA's certified farmers' market, that I/we will indemnify and hold harmless West Valley College the sponsors of the market site, the CFMA, their agents and employees, from and against any and all liability, claims, demands, expenses, fees, fines, penalties, suits, proceedings, actions and causes of action of any and every kind and nature arising or growing out of or in any way connected with my/our use or occupancy as a non-profit association representative at a California Farmers' Markets Association certified farmers' market.

I hereby agree and understand that the participation of my business is on a space available basis, and at the discretion of the California Farmers' Markets Association and Los Gatos.

I hereby agree that the business I represent maintains liability insurance and covers said business arising from our participation at the Saratoga Certified Farmers Market.

I agree that any dispute that arises between myself and CFMA or between myself and West Valley College and CFMA, and any other person(s) and /or entity(ies) related to the participation in CFMA markets or my involvement will be resolved by the due process policies as outlined in the CFMA Market Rules and Regulations. No dispute shall be referred to a court for resolution, but shall be resolved by the process as outlined in the section pertaining to Due Process in the CFMA Market Rules and Regulations.

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Signature

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Date

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Print Name