



# City of Sterling Heights

## Dodge Park Farmers Market

### Community Sponsor Application

### 2020 Market Season

Located in Dodge Park, 40620 Utica Road, Sterling Heights

Business Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_

Phone (Business): \_\_\_\_\_ Home: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_ Other: \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Designated On Site Contact: \_\_\_\_\_ On Site Contact Phone: \_\_\_\_\_

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Circle which sponsorship package you are interested in. Depending on the interested sponsorship level please indicate which dates you would be like to be on site at the market. Please note once sponsorship has been agreed upon we will confirm all dates at the market depending on availability on each given date.

#### **General Sponsorship**

A general sponsor is one that agrees to be on site for specified market days. A general sponsorship booth area will be designated inside the market. General sponsors agree to bring a value add to the market, must have a professional booth space.

Half Season Sponsorship - \$700 (circle 7 dates on the calendar on next page you are interested in)

Full Season Sponsorship - \$1000 (On site each week at the market)

## Dodge Park Farmers Market 2020 Calendar.

<b>June</b>	<b>4</b>	<b>11</b>	<b>18</b>	<b>25</b>	
<b>July</b>	<b>2</b>	<b>9</b>	<b>16</b>		<b>30</b>
<b>August</b>	<b>6</b>	<b>13</b>	<b>20</b>	<b>27</b>	
<b>September</b>	<b>3</b>	<b>10</b>	<b>17</b>	<b>24</b>	

### Event Sponsorship - \$500

Event sponsors are primary sponsors for our events in September.

Special events for September: Market Fit Day, Pet Parade, Polish Festival, Touch a Truck (Circle one; special event you would like to sponsor)

What you get for being an event sponsor

- Logo on all special event flyers and materials
- Presenting sponsor on all special event social media materials
- Premium booth space at the market on the day of the special event
- One booth space per month in June, July and August at the general sponsorship booth area. (Please circle one date in June, July and August in which you would like to be at the market.)

### Entertainment Sponsorship

Premier Entertainment Sponsorship - \$2000

What you get for being the premier entertainment sponsor

- Banner placed in entertainment corner where musician is playing each week
- "Sponsored by" placed on all social media materials weekly for entertainment area
- Full season booth space near entertainment at the market each week.

General Entertainment Sponsorship - \$500

What you get for being a General Entertainment Sponsor

- "Sponsored by" placed on all social media materials weekly for entertainment area
- One booth space in the months of June, July and August near the entertainment. (Please circle one date each month you would like to be in attendance at the market)

**AGREEMENT TO RELEASE, INDEMNIFY AND HOLD THE  
CITY OF STERLING HEIGHTS HARMLESS FROM LIABILITY**

In consideration of and as a condition of approval to participate in the 2020 City of Sterling Heights Dodge Park Farmers Market, vendor agrees as follows:

- A. Sponsor agrees to release from liability and not to sue the city of Sterling Heights, it's elected and appointed officials, employees, agents, and volunteers for any losses, costs, expenses (including attorneys' fees), damages, liabilities, or claims arising out of injuries to persons or property during the Sterling Heights Dodge Park Farmers Market, except for damages caused by or resulting from the city's sole negligence.
  
- B. Vendor agrees to the fullest extent permitted by law to indemnify and hold the city of Sterling Heights, its elected and appointed officials, employees, agents, and volunteers harmless against any losses, costs, expenses (including attorneys' fees), damages, liabilities, or claims whether groundless or not, arising out of bodily injury, sickness or disease, including death resulting at any time there from, which may be sustained or claimed by any person or persons, or damages to any property, (including the loss of use thereof) based on any act or omission, negligent or otherwise, of vendor or anyone else acting on its behalf, relating to any activity associated with the Sterling Heights Dodge Park Farmers Market, except that vendor shall not be responsible for indemnification to the city for damages caused by or resulting from the city's sole negligence; and vendor shall at its own cost and expense, defend any such claim and any suit, action or proceeding which may be commenced hereunder and vendor shall pay any and all judgments which may be recovered in any suit, action or proceeding and any and all expenses, including but not limited to costs, attorneys' fees and settlement expenses as they relate in any way to any activity associated with the Sterling Heights Dodge Park Farmers Market.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Dated: \_\_\_\_\_

<b>Office Use Only</b>	
Application Received:	_____
Application Approval Date:	_____ Initial: _____
Input Date:	_____ Initial: _____
Invoiced On:	_____
Payment Received:	_____

**2020 STERLING HEIGHTS DODGE PARK FARMER'S MARKET AGREEMENT:**

I, \_\_\_\_\_, request permission to be a sponsor at the Dodge Park Farmers Market. I have read and agree to abide by Dodge Park Farmers Market Rules and Regulations as well as all laws, codes and regulations to cooperate with Market Management. I understand that being a sponsor of the Dodge Park Farmers Market does not give me permission to sell goods at the Dodge Park Farmers Market. Unless otherwise specified in Dodge Park Farmers Market Rules and Regulations, any violations, of this agreement may result in suspension or termination from the Market at the discretion of the Market Management. Market rules are subject to change at any time for any reason, with 7 days notice given to current market vendors before they take effect. I understand that market assignments may not be transferred to any other party.

May we use your photo/image for marketing/advertising purposes?

\_\_\_\_\_ Yes \_\_\_\_\_ No

Business Name \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

All forms must be completed in their entirety to be considered for market acceptance.

Sterling Heights Dodge Park Farmers Market

Troy Nowotny

Recreation Supervisor

586-446-2701

[Tnowotny@sterling-heights.net](mailto:Tnowotny@sterling-heights.net)

**Please return all required forms to:**  
  
Sterling Heights Parks and Recreation  
  
40620 Utica Road  
  
Sterling Heights, MI 48313

# Vender Rules and Regulations

## Location of Operation:

We will meet at Dodge Park located at 40620 Utica Road, Sterling Heights, MI 48313.

## Statement of Purpose:

The Dodge Park Farmers Market (DPFM or the Market) has been created to establish a seasonal market for the City of Sterling Heights and surrounding communities.

- ❖ To bring people together in a community activity
- ❖ To strengthen and support local farmers/producers
- ❖ To support local entrepreneurs and small businesses
- ❖ To encourage healthy eating habits

## Set Up and Takedown/Product Display & Appearance:

\*Vendors are responsible for their own booths. Doors will be open at 1:00 pm for vendors to get their equipment/product inside. You must unload all your materials, supplies, product, etc. and then immediately move your vehicle to the designated parking lot. You may NOT set up while your vehicle is in the loading dock area. No exceptions will be made to this rule. Handicapped parking will be designated as needed.

\*Tear down begins at the close of Market – 8:00 pm. **NO EARLY TEAR DOWN PERMITTED.**

**\*IT IS EACH VENDORS RESPONSIBILITY TO CLEAN UP THEIR SPACE. PLEASE HAVE NECESSARY EQUIPMENT, BROOMS, DUSTPANS, ETC. WITH YOU. IF MANAGEMENT MUST CLEAN YOUR SPACE THERE WILL BE A \$25 CHARGE TO YOU. NO EXCEPTIONS WILL BE MADE TO THIS RULE!**

\*Vehicles may be brought in starting at 8:00 pm with the same considerations for other vendors as in set-up.

**\*Tablecloths MUST be used!** It gives the vendor a much more polished appearance and will give the entire market a more distinguished atmosphere. Displays must be neat and orderly at all times. Our goal is to be an upscale market.

\*Each vendor must display something in a clear manner to let customers know who they are and where their business is located.

### **Set Up and Takedown/Product Display & Appearance (Cont.):**

- \*All products must meet Michigan Department of Agriculture packaging and labeling standards.
- \*NO food or drink samples can be given away at the market without meeting Macomb County Health Department regulations.
- \*Displays cannot block nearby spaces or create a hazardous condition. Items shall remain within the lines of the space rented.
- \*Market Management reserves the right to ask a vendor to leave if products and/or displays are not appropriate to the market.
- \*All vendors must supply their own equipment, {tables, chairs, signage, etc.}
- \*Market will be opened to the public for business at 3:00 pm.

### **Grievance Procedure:**

- ❖ If a problem arises with the policies of the market or with another vendor, a meeting will be arranged with the Market Master, Recreation Supervisor, and affected vendor(s) to resolve the issue.
- ❖ If step "A" does not resolve the issue, Market Management has the right to terminate any and all vendors involved if situation deems necessary. No monetary refund will be made to terminated vendor(s) if this is a result.
- ❖ Market Management has the right, if necessary, to amend these rules & regulations as it deems necessary.

### **General Rules:**

- \* Pets are allowed in the market, as long as they follow all City leash laws.
- \*The use of televisions or stereo systems is prohibited.
- \*Use of abusive language will not be tolerated on the market grounds. The DPFM Management will determine what is abusive and reserves the right to enforce this rule as it deems fit.
- \*All vendors must park in designated parking areas.
- \*No one may sell or attempt to sell any merchandise on the market grounds without the express permissions of Market Management.
- \*Property Owners/Lessee's, The City of Sterling Heights, or its employees assume no responsibility and are not liable for any injuries which may occur within an individual stall.
- \*Vendors are expected to keep their merchandise in reasonable order and allow unimpeded access to customers.

\*Vendors are expected to stay for the duration of the market day even when attendance is low and the weather is bad, unless specifically allowed by DPFM Management.

\*Violation of the signed Vendor Agreement/Application of Market Rules and Regulations or refusal or failure to submit or display valid copies of appropriated product licensure will result in termination of market membership with no monetary refund being expected.