



Juanita Friday Market 2017 Sponsorship Packet

City of Kirkland
Parks & Community Services
123 Fifth Avenue
Kirkland, WA 98033
www.kirklandwa.gov/JuanitaFridayMarket

SPONSORSHIP LEVELS & BENEFITS

Market Bag Sponsor \$1000 (Limit One)

- Logo appears on the market bag sold at the market booth each week. One side of the bag displays the market logo and the other side displays the sponsor logo.
- Logo appears on market ad in Kirkland Parks & Recreation Fall brochure reaching 40,000 Kirkland homes and businesses. **Artwork/logo must be provided by June 2 to be included in the brochure.**
- Company name appears on City of Kirkland website throughout the market season.
- Logo appears on market flyer distributed at market and to local area businesses each week.
- One 10' x 10' exhibit space each month (a total of five times) during the season.

Market Banner Sponsor \$750 (Limit One)

- Logo appears on the market banner that is displayed at the entrance to Juanita Beach Park throughout the months of June to September.
- Logo appears on market ad in Kirkland Parks & Recreation Fall brochure reaching 40,000 Kirkland homes and businesses. **Artwork/logo must be provided by June 2 to be included in the brochure.**
- Company name appears on City of Kirkland website throughout the market season.
- Logo appears on market flyer distributed at market and to local area businesses each week.
- One 10' x 10' exhibit space each month (a total of five times) during the season.

Market Street Signs Sponsor \$500 (Limit One)

- Logo appears on the market street signs placed in and around Kirkland area all season long on market days.
- Logo appears on market ad in Kirkland Parks & Recreation Fall brochure reaching 40,000 Kirkland homes and businesses. **Artwork/logo must be provided by June 2 to be included in the brochure.**
- Company name appears on City of Kirkland website throughout the market season.
- Logo appears on market flyer distributed at market and to local area businesses each week.
- One 10' x 10' exhibit space each month (a total of four times) during the season.

Market Kid's Booth Sponsor \$500 (Limit one)

- One 10'x10' exhibit space on each Kid's Day during the season (a total of four times).
- Logo appears on market ad in Kirkland Parks & Recreation Fall brochure reaching 40,000 Kirkland homes and businesses. **Artwork/logo must be provided by June 2 to be included in the brochure.**
- Company name appears on City of Kirkland website throughout the market season.
- Logo appears on market flyer distributed at market and to local area businesses each week.

Friend of the Market Gold Sponsor \$300

- Logo appears on market ad in Kirkland Parks & Recreation Fall brochure reaching 40,000 Kirkland homes and businesses. **Artwork/logo must be provided by June 2 to be included in the brochure.**
- Company name appears on City of Kirkland website throughout the market season.
- Logo appears on market flyer distributed at market and to local area businesses each week.
- One 10' x 10' exhibit space each month (a total of three times) during the season.

Friend of the Market Silver Sponsor \$100

- Company name appears on City of Kirkland website throughout the market season.
- One 10' x 10' exhibit space per season.

~~Market Music Booth Sponsor (Limit one)~~ FILLED

- Sponsor provides weekly entertainment.
- One 10' x 10' booth space each week for live entertainment.
- Opportunity to hang banner at the music booth each week - banner to be provided by sponsor.
- Company name appears on City of Kirkland website throughout the market season.

PLEASE NOTE: Power is not available and sponsors must provide their own setup (canopy, four 25lbs weights, table, chairs, etc.) For further questions regarding becoming a sponsor at the Juanita Friday Market please contact Tina Lathia at 425-587-3385 or email Tlathia@kirklandwa.gov.



Juanita Friday Market 2017 Sponsorship Form

OFFICE USE ONLY

SPONSOR INFORMATION

Company Name: _____ WA State Tax (UBI)#: _____

Mailing Address: _____ City: _____ Zip: _____

Office Phone: _____ Website: _____

Contact Name: _____

Cell Phone: _____ E-mail Address: _____

List names of those authorized to represent sponsor at market:

DESCRIPTION OF DISPLAY – Attach additional sheets if necessary.

Please list the products and/or services you will be promoting or giving away.

POWER SOURCE – Check each power source included as part of your booth setup.

Generator Propane Charcoal Other: _____

INSURANCE REQUIREMENTS – Required attachment.

The City of Kirkland requires proof of insurance. See Juanita Friday Market Guidelines for more information.

PARTICIPATION DATE(S) – Select dates to attend.

June 2 June 9 June 16 June 23 June 30

July 7 July 14 July 21 July 28

August 4 August 11 August 18 August 25

September 1 September 8 September 15 September 22 September 29

SPONSORSHIP LEVEL

Market Bag Sponsor - \$1,000 Friend of the Market Gold Sponsor - \$300

Market Banner Sponsor - \$750 Friend of the Market Silver Sponsor - \$100

Street Sign Sponsor - \$500 Music Booth Sponsor - FILLED

Kid's Booth Sponsor - \$500

FEES & PAYMENT

Checks should be made payable to the City of Kirkland. Credit cards payments are accepted in person at the Cashier Counter in City Hall with advance notice.

HOLD HARMLESS/INDEMNIFICATION

Sponsor shall defend, indemnify and hold harmless the City, its officers, officials, employees and volunteers from and against any and all claims, suits, actions, or liabilities for injury or death of any person, or for loss or damage to property, which arises out of participation in the Juanita Friday Market or from any activity, work or thing done, permitted, or suffered by Sponsor during the Juanita Friday Market, except only such injury or damage as shall have been occasioned by the sole negligence of the City.

The undersigned hereby makes application to the city of Kirkland to participate in the Juanita Friday Market and certifies the information provided in this application and supporting materials is true and accurate. The undersigned further states that he/she has the authority to provide this sponsorship for the Sponsor and agrees the Sponsor will observe all ordinances and regulations of the City of Kirkland.

Read and check each statement below:

- I have read, understand and accept all rules and regulations as outlined in the Juanita Friday Market Guidelines.
- I am aware all information contained herein is subject to public disclosure in accordance with the Washington State Public Disclosure Act.
- I hereby give permission in perpetuity to the City of Kirkland, its officials, employees, agents and assigns to use my business name and photographic likeness in all forms and media for advertising and other promotional purposes.

Print Name: _____ Signature: _____

Title: _____ Date: _____

| DID YOU REMEMBER TO: | QUESTIONS: |
|--|---|
| <input type="radio"/> Sign the form? <input type="radio"/> Include the sponsorship funds? <input type="radio"/> Attach proof of insurance? Send to: City of Kirkland Parks & Community Services Attn: Tina Lathia/Juanita Friday Market 123 Fifth Avenue Kirkland, WA 98033 | Tina Lathia Office: 425-587-3385 tlathia@kirklandwa.gov www.kirklandwa.gov/juanitafridaymarket <u>Office Hours</u> Feb. & March: M & W, 11am–4pm Apr. & May: M, W, F, 11am–4pm June – Sept.: M & W, 11am–4pm (Fridays at Market) |



Juanita Friday Market 2017 Guidelines

City of Kirkland
Parks & Community Services
123 Fifth Avenue
Kirkland, WA 98033
www.kirklandwa.gov/JuanitaFridayMarket

The Juanita Friday Market (JFM) is operated by the City of Kirkland, Parks and Community Services Department. The JFM provides an opportunity where community members can come together and support their local farmers by purchasing fresh, quality, locally grown goods. In addition, the JFM is an outlet for area non-profit organizations to provide information to the public.

For more information contact Tina Lathia at 425-587-3385 or tlathia@kirklandwa.gov.

GENERAL INFORMATION

Market Hours & Location

The JFM opens to the public every Friday, June - September, from 3:00 p.m. to 7:00 p.m. at Juanita Beach Park - 9703 NE Juanita Drive, Kirkland, WA.

Fees & Payments

Checks should be made payable to the City of Kirkland. Credit card and cash payments are accepted in person at the City Hall Cashier Counter with advance notice.

- Application Fee - Annual non-refundable \$40.00 Application Fee is due at the time of application.
- Stall Fee - A \$35.00 Stall Fee is due on market day for each stall.
- Special Event Registration Fee – \$80.00 Registration Fee, per event, is due at the time of application. *Special Event participation is open to the local business community.*
- Community Booth – No charge for non-profit groups. Attendance is limited to two times per season.
- No-show Fine - \$35.00 No-show Fine is due at next attended market.

Vendor Selection

Applicants must grow, craft, or process what they sell within the state of Washington. All items will be evaluated on quality, value and contribution to the JFM. All items offered for sale shall be subject to inspection and approval by the Market Manager. * New applicants must request a product screening.

Non-Profit Groups

Each week one Community Booth will be available at no cost to a local non-profit group. Non-profit applicants must have current 501c3 status. Each participating non-profit will be limited to two free market days per season. Space is limited and available on a first come, first serve basis.

Market Cancellation

The JFM operates rain or shine. The market will only close for severe weather or when all Booth Operators and the Market Manager agree to close.

Insurance

- Commercial General Liability - Vendors should obtain Commercial General Liability insurance with a products completed endorsement to cover illness or injury resulting from use of Vendor products.

- Liquor Liability - Vendors selling or sampling beer or wine must also provide Liquor Liability coverage with limits of no less than \$1 million each occurrence and \$2 million general aggregate. The City of Kirkland shall be named as an insured on the policy. The Additional Insured Endorsement must be accompanied by the policy change endorsement form CG 2012 or CG 2026 or equivalent or it will not be accepted.

Applicants without high-risk products may request a waiver from the insurance requirement by submitting a letter explaining why an exemption should be granted. The City's Risk Analyst will determine whether or not a waiver will be granted.

MARKET DAY RULES

Load-in

Load-in is from 12:30 p.m. – 2:30 p.m. **No setup** may take place before the Market Manager arrives on site. All vehicles must be removed from the market area by 2:45 p.m. for pedestrian safety. Late arrivals will be accommodated if space allows but will not be permitted to drive into the market area to unload, all equipment must be carried in.

Stall Assignment

Stall location will be assigned upon arrival at the market each week. A permanent location for the entire season is not guaranteed. Assigned location may vary at the discretion of the Market Manager.

Load-out & Cleanup

Booth teardown and load-out may not begin until close of market at 7:00 p.m. To ensure everyone's safety and to maintain market ambience, packing and leaving before end of market is not allowed. This also applies to Booth Operators who sell out before end of market. Booth Operators must clean their assigned stall space before leaving the area. NO EXCEPTIONS.

BOOTH REQUIREMENTS

Stall Size

Stalls are 10' x 10' – all displays must fit within the assigned space. Vendors/Booth Operators may request multiple stalls.

Fire Extinguisher

Booths with ANY heating equipment, such as electric hotplate or other similar heat-producing device or where cooking will take place, requires one fire extinguisher with a minimum rating of 2A:10BC. Booths with deep-fat fryers require a UL listed Class K fire extinguisher. Extinguishers must be in good working condition, fully charged, with seals intact and certified within the last year.

Tent/Canopy Weights

Booth Operators are required to secure tent/canopy with a minimum of 25lbs on each post in all weather conditions. Where tents/canopies are tied together a minimum of 50lbs per leg is required. There are no exceptions – tents/canopies may not be erected without required weights.

Garbage/Recycle/Compost Containers

Booth Operators must provide containers for customer waste. At booths where beverages in cans, plastic bottles, or plastic cups are available, a recycling container must also be provided. No dumping is allowed at the park – all waste must be disposed of off-site. One compost bin will be provided for joint Booth Operator use at the end of each market day.

Stall Identification/Pricing

Each stall must have a sign clearly marking the name of the business and price of products. Pricing and any applicable taxes are the sole responsibility of the Vendor. The Market Manager reserves the right to enforce fair price standards on fruits and vegetables in order to discourage dumping of low quality products.

REGULATIONS

Advertising

General advertising of the JFM is provided by the City of Kirkland. Vendors are encouraged to include market information on their websites, newsletters, mailings and social media accounts.

Americans with Disabilities Act (ADA)

Vendors/Booth Operators shall comply with all city, county, state and federal accessibility requirements. The ADA mandates equal access to facilities, services, and programs for persons with a disability. This includes providing a clear path of travel to and on sidewalks.

Amplified Music

The JFM schedules live music each week for everyone's enjoyment. Booth Operators may not have amplified music at their stalls.

Cancellation/No-Show Policy

Vendors must cancel their attendance, by calling or emailing the Market Manager, no later than 3:00 p.m. on Thursday (24 hours prior to the market) to avoid a No-Show Fine.

No-Show Fines are due upon arrival at the next attended market, in addition to the Stall Fee, before entry is permitted. Upon the third violation, the Vendor will be suspended from the market for the remainder of the season. Vendors no longer attending the market will be sent a final invoice.

Drugs/Alcohol

The use of illegal drugs or alcohol by Booth Operators will not be tolerated. Violations will result in immediate removal of the Vendor from the market for the remainder of the season.

Organic Labeling

Use of organic labeling shall be governed in accordance with Washington State Department of Agriculture regulations. Booth Operators are expected to advertise truthfully and to respond to customer's questions in a like manner.

Pets/Service Animals

Booth Operators may not bring pets to the JFM. One licensed service animal may be allowed per booth with appropriate documentation. City of Kirkland Park Rules require animals to remain on leash at all times.

Plastic Bag Ban

The plastic bag ban restricts retailers from providing single-use, disposable plastic carryout bags. The restriction applies to retail businesses that provide carryout bags at point of sale. Exemptions include take-out food, bulk food, and items where moisture is an issue. More information is available at www.kirklandwa.gov/bringyourownbag.

Power

Power is not available on-site and generators are not allowed without prior approval by the Market Manager. Other power sources are reviewed and approved on a case-by-case basis.

Print Materials

Booth Operators are allowed to display and distribute print materials that pertain to the products being sold. No other print materials, political or otherwise, may be displayed or distributed without prior approval by the Market Manager.

Public Health Requirements

Food Vendors are responsible for obtaining health permits required for operation of the business. Food Booth Operators must adhere to sanitary procedures as required by the King County Public Health Department (KCPHD). Any food Booth Operator found to be selling contaminated food shall be suspended from selling operations until satisfactory clearance has been obtained from the KCPHD.

Food Booth Operators offering samples must have a food handlers' permit and proper hand-washing set up, including: warm water, grey water collection bucket, soap, paper towels and some type of barrier (toothpicks, plastic gloves, tongs, etc.) for passing samples to the customer. Without the proper setup sampling will not be allowed.

For more information and to obtain required health permits contact King County Public Health. <http://www.kingcounty.gov/depts/health.aspx>

Smoking

Booth Operators may not smoke in or around the market area.

Taxes

Vendors are solely responsible for reporting and paying required taxes.

Licenses & Permits

All Vendors are responsible for complying with local, state, and federal requirements governing the sale and production of their products. The following is a summary of licenses and permits. Please consult the appropriate agency to get the most complete and up-to-date information. For more information about local, state and federal permits, approvals, or licenses for Washington State, please see the Governor's Office for Regulatory Innovation and Assistance. <http://apps.oria.wa.gov/permithandbook/>

- Business License - Required to operate a business. www.bls.dor.wa.gov
- Scale License - Required if product price is based on weight or measure determined by scale. www.bls.wa.gov/weightsandmeasures.aspx
- WSDA Food Processor License - Required for handling or processing of any food in any manner of preparation for sale for human consumption. www.agr.wa.gov/foodanimal/foodprocessors
- Cottage Food Permit - Required for food prepared in home kitchens and sold directly to consumers. <http://agr.wa.gov/foodanimal/cottagefoodoperation/>
- Health Department Permits - For details and requirements on Temporary Food Establishment Permit, Food Workers Permit/Card and Application for exemption from the Temporary Food Permit visit <http://www.kingcounty.gov/depts/health.aspx>.

- Egg Handler/Dealer - Required for selling eggs. www.bls.wa.gov/eggdealer.aspx
 - Liquor License - Required if selling or sampling wine or beer. www.bls.dor.wa.gov/liquor.aspx
 - Farmers Market Endorsement – Required if selling or sampling wine or beer. www.bls.dor.wa.gov/liquor.aspx
 - Pet Foods
 - WSDA requires registration for all pet foods and treats that are sold to the public. <http://agr.wa.gov/FoodAnimal/AnimalFeed/#PetFoodandSpecialtyPetFoodRegistration>
 - King County Board of Health Regulations and permit requirements for pet food establishments are available at: <http://www.kingcounty.gov/depts/health/communicable-diseases/zoonotic/facts-resources/pet-businesses.aspx>
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RULES AND REGULATIONS ARE SUBJECT TO CHANGE

The City of Kirkland reserves the right to cancel the privileges of any Vendor/Booth Operator who has willfully violated the rules and regulations governing the JFM.