



Thanks for your interest in vending at the 2022 NLC Dream Market. We've put together a few guidelines to make the experience work for everyone involved. Please give these a thoughtful read and let us know if you have any questions.

2022 Vendor Guidelines

NLC Dream Market will take place on 4 dates a different locations.

Saturday, August 6, 12-4pm at Toby May Park

Saturday, August 20, 3-7pm at McDonald Park

Saturday, September 10, 3-7pm at the Whale's Tail Plaza

Saturday, September 24, 3-7pm at Bartlett Park

Products

- NLC Dream Market will prioritize vendors who craft their own products, promote locally, BIPOC owned businesses, and/or support the needs of New London's low income residents. We are particularly focused on lifting and celebrating the cultural diversity of New London and offering goods, services and information in Spanish, English and if possible Haitian Creole.
- We have limited spaces available in the market and may not be able to accommodate every vendor, every week. We will do our best to distribute spaces in a fair way that meets our mission.
- All vendors must meet state and local laws & guidelines, including any food safety requirements from Ledge Light Health District. Please let us know if you need help navigating any of these requirements.
- Hot food vendors may be required to hold additional insurance. Market staff will reach out to all hot food vendors to discuss additional requirements.

Sales

- Vendors can decide how they would like to process payments (cash, check, credit/debit, WIC) and each will be responsible for taking their own payment for all goods. Wi-fi will be available for vendors who wish to process credit/debit sales.
- Some community partners will provide vouchers for some programs. **Most vouchers will only be good for food items. Please check in with market staff before accepting any vouchers.** FRESH New London will manage the collection and payment for all vouchers.
- The market is hoping to accept SNAP benefits but our application is still in process. We will update any SNAP procedures once this is in place.

Fees & Cancellation

- We are waiving all fees again this season! Woohoo!
- The market will run rain or shine, but we are planning to modify the market on rainy days. Vendors will be allowed to cancel because of excessive rain if they wish. In the case of inclement weather, there will be communication from NLC DM staff to allow vendors to make decisions whether they want to show up or not. If NLC DM staff do not communicate in regards to inclement weather, vendors will not be excused for a no show.
- Vendors who wish to cancel for non-weather related reasons must cancel at least one week before the market. Late cancellation will result in a market fee of \$20.



Market Set Up

- Set up for the 1st market will take place between 11:00am-11:45pm. All remaining markets will have a set-up time of 2:00-2:45pm. Please be set-up by the event start time.
- Upon arrival, please check in with market staff
- Each vendor will be given a 10x10 space, unless otherwise arranged
- Spaces will be pre-determined by the market staff, who will show where to go when you arrive
- You may use a pop up tent, but it's not required.
 - We will have a number of tents available on a first-come first serve basis. Please let us know if you would like to reserve a tent.
 - If using a tent, you must have weights on each of the four legs. (Ask us if you need help finding or making weights)
- We ask that each vendor has a sign with the name of their business. (Ask us if you need help making a sign)
- Vendors must provide their own table and any display materials. Tents, racks and other displays must be able to withstand crowds and winds. Anything set up by a vendor is under the liability and responsibility of the vendor. NLC Dream Market will not be responsible for any tables, tents or materials that are damaged during the market.
- We will be sending parking information for each site a few days before the market.

Breakdown

- Tear-down begins at the END of the market.
- Vendors are expected to remain set-up for the entirety of the market day.
- Please be attentive to your booth. If a patron comes by they should have someone to help them.

FRESH New London and Cultured AF are the two central partners on this project. If you have any questions about these guidelines or anything for the market, please reach out!

- FRESH New London for all food and community space questions: (860) 574-9006, freshnewlondon@gmail.com
- Cultured AF for all art and entertainment and logistic questions: hello@culturedaf.life

Check out our website for more information: www.nlcdreammarket.com