

# West Palm Beach Summer GreenMarket Non-Profit Partnership Application

May 2012 – Sept. 2012

The West Palm Beach Summer GreenMarket is an excellent venue for non-profits to receive exposure for their respective causes or organizations. With an average weekly attendance of 3,000 people, the potential contacts a non-profit can make are outstanding.

The enclosed application is your opportunity to tell us how your non-profit organization will partner with the West Palm Beach Summer GreenMarket.

If you have any questions please contact Community Events division at 561-822-1515 (fax 561-822-1525).

## **Deadline**

Applications will be reviewed on a first come first served basis. Each non profit can only be scheduled a maximum of 2 Wednesdays per season, so it is encouraged to submit your application early to reserve your requested date(s).

## **SELECTION PROCESS**

It is more than likely that there will be more applications received than dates available. Rather than pick the applicants at random, non-profits will be selected based on their ability to benefit themselves and the Summer GreenMarket the most.

## **CANCELLATIONS**

Any dates that become available for whatever reason throughout the year will be filled in the same manner as the selection process. There will be no make ups for rain outs or low attendance days. Groups who do not provide 24 hours notice of cancellation will be considered “no shows” and will not be eligible to return during the current season for any further scheduled dates.

## **FUNDRAISING**

Organizations must have one of the following to participate as a non-profit at the Summer GreenMarket:

- Special event, home tour, special show, etc. to sell tickets to.
- Raffle (No 50/50 or Cash raffles permitted).
- Merchandise from the organization for sale.
- Specific program that benefits the organization

## **VOLUNTEERS**

- All volunteers must be 18 years of age or accompanied by a parent/guardian at all times and required to sign a hold harmless waiver. To review this form, please contact the City of West Palm Beach Events Department prior to your date of involvement.
- Your organization must have 2 volunteers (minimum) in the booth at all times.
- All volunteers should be wearing a properly marked shirt with the organizations logo/name displayed on the shirt.
- All volunteers must arrive at the West Palm Beach Summer GreenMarket between 3:00 and 4:30pm and be prepared to stay until close of the Summer GreenMarket. Any organization leaving the booth vacant prior to 8:00 pm WILL NOT BE INVITED BACK. Upon arrival, volunteers must report to the information booth in the middle of the market.

## **VOLUNTEER PARKING**

Parking is available in any City parking garage. The Banyan Street garage (at the corner of Olive Avenue) is the closest to the event.

## **FINANCES**

***Bank of money for event:*** Your organization is responsible for bringing your own banks for change. The Summer GreenMarket staff will not have any change to provide any organization at the Market.

## **SECURITY**

There will be security officers assigned to the Summer GreenMarket. The officer is there to make sure that the event is safe. Please contact the security officer should you or any volunteer have any problems with patrons throughout the evening. The officer is also available to walk the designated money person to their car or bank safely if needed.

## **NON-PROFIT PARAPHERNALIA**

WE HIGHLY ENCOURAGE YOU TO DECORATE YOUR AREA. Please contact us ahead of time to discuss your ideas. You will receive a 10'X10' tent and one 8' table. It is recommended that you provide your own chairs for the booth. Your non-profit is also allowed to pass out information from within your location/booth, collect memberships, etc., based on approval by a Community Events staff person. We limit non-profits to passing out information only on their scheduled day of participation. There may be no food, drinks, flowers or plant sales.

## **RAIN OUT**

**The City will notify your organization as soon as possible if the Summer GreenMarket will be canceled due to weather conditions.** As a standard practice, we try not to call off the Summer GreenMarket until 4:30 PM or later because we all know the weather in Florida can change so quickly. Just because it is raining where you live or work, it does not mean it is raining at the Summer GreenMarket. Even on a evening that is cloudy, the West Palm Beach Summer GreenMarket will have a good turn out and you will need all of your volunteers. Make sure your volunteers check with a designated person in your organization about cancellation. If you have not already been contacted by us, do not call the City about cancellation until after 5 PM on the day of the Summer GreenMarket. Please be prepared to notify your volunteers. Instruct your volunteers to call Community Events at 561-822-1515 for cancellation notices on the afternoon of the Market.

There is no make up date for a rain out. Summer GreenMarket non-profit organizations are booked months in advance.

## Are you making the most out of your Summer GreenMarket experience?

Sure the West Palm Beach Summer GreenMarket is a good fund-raising activity but it's also your chance to market your group to thousands of people that might not know anything about it.

- If you're a neighborhood association it's your chance to show perspective home buyers what your neighborhood has to offer.
- If you are a business association it's your chance to advertise for your businesses.

## Why bring just 2 people to volunteer when you can invite all of your supporters?

The more people coming to the event, just to help your cause, the better you do! It's a great way for your community to come together while making money.

Advertising ideas you can do:

- Flyers on the doors of residents in your neighborhood
- BIG Posters and flyers in area businesses
- BIG notices in your area newsletters.
- Yard signs in your neighborhood

## Do your volunteers reflect your personality?

We encourage each group to add their own signature touch to the area. As long as service and sponsors are not impacted, theme ideas for each group are a great idea.

- Crazy, bold shirts
- Unique decorations or landscaping.
- Funny hats

Just give us a call to approve all your ideas before the event and we look forward to seeing you at the Summer GreenMarket!

# Non-Profit Partnership Application

Organization: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

Describe your organization's goals briefly: \_\_\_\_\_

Describe possible areas the revenues raised at the Summer GreenMarket will be used:

From where will you solicit your volunteers?

- Employees of organization       Members  
 Friends/family       Other: \_\_\_\_\_

How will you advertise your day at the Summer GreenMarket to your Community?

Newsletter?       Yes    No   If yes, how many are printed? \_\_\_\_\_

How are they distributed? \_\_\_\_\_

E-mail Notice?       Yes    No   If yes, how many? \_\_\_\_\_

Signs?       Yes    No   If yes, how many and where? \_\_\_\_\_

Please estimate the potential number of people you will draw to the event from your community? \_\_\_\_\_

What does your organization plan on doing at the Summer GreenMarket?

List preferred dates:

\_\_\_\_\_

List dates the organization is not available:

\_\_\_\_\_

The City of West Palm Beach will give consideration to preferred dates; however, there is no guarantee requested dates will be granted.

Accepted organizations will be notified of their assigned date by fax or mail. Qualified organizations not assigned dates will be notified and put on a waiting list for any possible cancellations throughout the year.

**Please fax the completed application to: 561-822-1525**

You can also mail to:

CITY OF WEST PALM BEACH

Community Events Division, Dept. of Parks & Recreation

P.O. Box 3366 West Palm Beach, FL 33402