



Thank you for hosting a Community Outreach Table at Schenectady Greenmarket!

Each Sunday vendors, shoppers, musicians and friends gather at Schenectady Greenmarket and enjoy our festive marketplace with more than seventy vendors who produce everything they sell. Enjoy live music, prepared food and the region's freshest local produce.

Market Location:

Winter Market (November–April): Inside Proctors

Outdoor Market (May–October): Around City Hall

Here's the deal....

We invite Community Outreach Tables (Local Experts, Community Tables & Children's Activity coordinators) and Musicians to share their expertise and creativity with our customers, while providing the opportunity for you to promote your organization as well. We will promote you and we expect that you will promote Schenectady Greenmarket too! (Promote via social media, website, etc...)

We provide Community Outreach Tables with 1 table, 2 chairs, 1 tablecloth & 1 sign. At the Outdoor Market we also provide a 10' x 10' tent. If you provide an informational blurb with contact information in advance - we will [promote your attendance on our website](#) and in our *What's Fresh?* emails that are sent out each Thursday. We cannot provide any electricity at the Outdoor Market, although whisper quiet generators are permitted. At the Indoor Market there is limited electrical access.

We love having local chefs & home cooks demoing at our market! Here are our rules.....

At the Winter Market we cannot allow cooking of any kind. You can host a raw food demo or share a recipe that was prepared in advance. At the Outdoor Market we cannot provide access to electricity, although whisper quiet generators and propane camping stoves are permitted. If you wish to include Schenectady Greenmarket ingredients in your demo, we encourage you to visit the market one to two weeks in advance of your Local Expert date. During this visit you can see what products are available, purchase or reserve in advance and inform vendors of your tabling event and how you are incorporating their product(s). Local Experts utilizing any cooking equipment must have a fire extinguisher on hand at all times.

Musicians at the Winter Market perform on the Market Stage across from Apostrophe Cafe. At the Outdoor Market, Musicians perform at the corner of the market under a large green tent. We

will provide a basket for tips, [promote Music at the Market on our website](#) as well as at the market itself. Musicians perform for 2 hour time slots (10-12 or 12-2) Musicians who would like to play again at Schenectady Greenmarket should email music@schenectadygreenmarket.org to book another date.

Upon arrival, look for our market manager in an orange apron or our assistant manager in a blue/denim apron to be directed to your table. If you are tabling at the Outdoor Market and need to drive your car in to unload, please arrive prior to 9:30 am as the market closes to traffic promptly at 9:30 am with no exceptions.

Please do:

- Arrive by 9:30am
- Engage/Educate/Inspire our customers
- Promote your organization & Schenectady Greenmarket
- Demonstrate consistency with Schenectady Greenmarket mission

Please don't:

- Sell anything at the market (Donations, event ticket sales & raffle ticket sales may be accepted exclusively on behalf of a 501(c)(3) tax exempt organization(s) and/or similar non-profits).
- Accept Schenectady Greenmarket tokens
- Offer free food or services at the market that are in direct competition with vendors at the market.
- Bring animals to the market (registered service animals are the only exception)
- Interfere with other activities that occur during the market (i.e. selling, buying, scheduled musical performances, other community outreach tables (Community Table, Local Expert, Children's Activity))
- Pack up before 2pm
- Proselytize. Schenectady Greenmarket is a non-partisan, secular organization. While we are open to hosting community tables that promote faith based groups focused on a project, we do not allow our community table members to proselytize, pray or preach at the market.
- Hawk. Schenectady Greenmarket is meant to be a welcoming environment that creates a community environment. To that end, we do not allow anyone at the market to hawk their product, cause or activity. We do not allow anyone to walk around the market handing out flyers or taking names for petitions. In addition, we do not allow "hawking" or calling out to customers in order to draw attention or a crowd.

Parking on Sundays

Information about parking in downtown Schenectady can be found at www.schenectadyparking.com

For more information about Schenectady Greenmarket

Visit www.schenectadygreenmarket.org or www.facebook.com/schenectadygreenmarket

Marketing Tips

We look forward to having you at the market and will promote your visit. Weekly marketing efforts include an online calendar, email blasts, posts to our website and social media and signboards at the market. A few things will help us promote you.

Please provide us with:

- your proper name
- a brief description of what you will do at the market
- contact information
- photos to share (and/or logo artwork)
- social media links (website, facebook, twitter, instagram)

Sharing

Our strongest social media presences are on facebook and twitter. Tag us, and we will share your post with our audience. Including an image or short video will encourage sharing.

Remember, natural engagement's are the most important thing. If you are an education group - share a tip. If you are a public service group - share your mission. If you are a band, share a music clip. Remember, photos and videos are a plus!

Suggestions for Musicians

- Write a simple tweet or Facebook message announcing your performance: "Playing at the Schenectady Greenmarket (@schdygreenmkt) this Sunday from 10-2."
 - Have a new song? Record a clip of it on your phone or camera (doesn't have to be super high quality), and tease your audience. Upload the clip, and write "Playing @Schdygreenmarkt tomorrow from 10-12. Show up at 11 to hear our brand new song. Here's a tease." People love sharing clips and videos. This would work on both Twitter and Facebook.
- Post on Twitter or Facebook asking for requests for your setlist.

Suggestions for Community Tables

Write a simple tweet or Facebook message announcing your presence. "We'll be at the Schenectady Greenmarket tomorrow from 10-2. Stop by and say hi!" If you tweet, include @schdygreenmkt and we'll retweet your message.

Marketing the Market

In return we hope that you will tell your audience that you are coming to the market and share our links! We know it sounds crazy but spelling our name correctly is the first step. And please feel free to use our logo and any market photos from our website or facebook.

Schenectady Greenmarket Social Media Links

website: <http://schenectadygreenmarket.org/>

facebook: <https://www.facebook.com/SchenectadyGreenmarket>

twitter: <https://twitter.com/SchdyGreenmkt>

