

# Rockford Midtown Market Vendor Guidelines

June 4 – September 24, 2026 (9 am - 1 pm)

## ROCKFORD MIDTOWN MARKET PURPOSE

Rockford Midtown Market's goal is to build community around food, music, coffee, kid activities, and craft items. Vendors must submit an application and be selected through a committee approval process. The Rockford Midtown Market is a partnership between the Midtown District and Katie's Cup – both 501(c)3 organizations. It will be held in the Katie's Cup Coffee Bar large area called the Bitner Room.

## HOW DO I BECOME A VENDOR?

A completed application includes an application with a description of your product(s). Vendors wishing to sell food or beverages may be asked to submit samples. To ensure a wide variety of goods at the market, the number of vendors in each product category may be limited. Vendor booths are for vendors with regionally grown or produced products. We do not allow vendors for services, political organizations or campaigns, franchises, third party/direct sales or hostess companies, or not-for-profit organizations. The only exception to this is for businesses or non-profits that benefit the neighborhoods of Midtown.

## HOW LOCAL ARE YOUR MARKET VENDORS?

The Midtown Market gives preference to vendors within a 90 mile radius. Local products and vendors receive priority. The event strives to work with local small business owners and entrepreneurs in the area who produce their own products.

## HOW BIG IS THE BOOTH SPACE?

Each booth area includes an eight foot table area. Spaces are assigned by the market manager. Vendors may bring their own chair/s or stands placed on the table or in front of the table. There is electricity in the Bitner Room. No outside music can be played at your table.

## DO I NEED INSURANCE?

Yes! Vendors should provide an Insurance Rider to the Rockford Midtown Market before the market begins in June. Submit via email to [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com).

## HOW MUCH IS THE FEE TO PARTICIPATE?

The fee is for an 8 foot table area inside Katie's Cup in the Bitner Room gathering space. The single event cost is \$10 per market. The market requires a non-refundable payment due with application. Credit Card payment must be made in person at Katie's Cup. Checks made out to Rockford Midtown Market. Full deposit is required for the season to reserve your spot.

- Prepared Food Vendor \$170.00 for 17 week season
- Art, Jewelry, and Other Items \$170.00 for 17 week season
- Produce Farmer or Produced Food \$85.00 for 17 week season

## ACCEPTING SNAP AS A VENDOR

This year Rockford Midtown Market is very pleased to be accepting SNAP as a payment option. It means that we and our vendors will be better able to serve the Midtown community. If you sell SNAP-eligible items, you must accept SNAP as a form of payment at your market booth. Market management has already done the necessary paperwork, and we will provide training and support as needed to help vendors feel confident accepting both SNAP and other forms of electronic payment (e.g., credit cards, online payment).

## **INCLEMENT WEATHER POLICY**

The market is open rain or shine since we are inside.

## **WHAT KIND OF LICENSES/PERMITS DO I NEED?**

It is the responsibility of the vendor to obtain and provide to the Midtown Market copies of all licenses and permits required for the sale of the vendor's products at the Market in addition to the basic application. **You must also comply with the Health Department and Illinois Farmers Market Association guidelines.**

**Questions/concerns regarding food product regulations and/or licensing should be directed to the Winnebago County Health Department.** Vendors selling food or beverage items or giving samples of these must meet current Winnebago County Health Department food guidelines and have applicable operating permits. Vendors must keep a copy of these permits at their market stall at all times. All Winnebago County health permits must be acquired prior to the event. For more information on health permits, contact Brian Letton at WCHD at 815-720-4115 or [bleton@wchd.org](mailto:bleton@wchd.org).

## **WHEN WILL I FIND OUT IF I GOT ACCEPTED?**

You will be notified about your space in a timely manner. If you have questions about applying, please contact the Market Manager at [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com).

## **HOW CAN I VOLUNTEER AND GET INVOLVED?**

We are looking for volunteers, nonprofits, or schools to volunteer on any given Thursday. If you would like to volunteer at the market by being gatekeepers, helpers, set-up, take-down, or more, please contact us to volunteer. We can also publicize your group for helping the Market and appreciate your assistance.

## **HOW CAN I BE A SPONSOR?**

We welcome requests for sponsorship opportunities from for profit and non-profit agencies. The sponsor levels start at \$150 and go up to \$5,000. For more information on sponsorship, check out our website or contact [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com) or 815-558-3169. Sponsors may also choose to have a booth at the Market at no cost.

## **WHAT ARE THE RULES FOR VENDING AT THE MARKET?**

If you have additional questions on the market's rules and regulations for vendors, please contact the Midtown Market at [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com) or 815-206-8360.

## **ROCKFORD MIDTOWN MARKET IS A DBA OF KATIE'S CUP**

The Rockford Midtown Market is a "Doing Business As" agency of Katie's Cup Coffee Bar. Checks can be made out to Rockford Midtown Market for vendor fees and donations. The Rockford Midtown Market is a partnership between Katie's Cup and the Midtown District Business Association.

Any questions? Contact Market Manager at 815-206-8360 or [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com)

Rockford Midtown Market  
Ali Didier, Market Manager  
c/o Katie's Cup  
502 Seventh Street  
Rockford, IL 61104

# Rockford Midtown Market — VENDOR APPLICATION

June 4 – September 24, 2026 (9 am—1 pm)

Applicant's Name: \_\_\_\_\_

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

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

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

Business phone: \_\_\_\_\_

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

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

Business Facebook Page: \_\_\_\_\_

Business Instagram: @\_\_\_\_\_ Business Twitter: @\_\_\_\_\_

I have liability insurance

Please list the items that you intend to sell at the Midtown Market below:

\_\_\_\_\_  
\_\_\_\_\_

## CHECK BOXES THAT APPLY

- Rockford Midtown Market Vendor on all 17 Thursdays \_\_\_\_\_  
 Rockford Midtown Market Vendor for these Thursdays \_\_\_\_\_

**Please find my full deposit attached for the 2026 season** (Checks made out to Rockford Midtown Market)

### Terms and Conditions:

- Vendors will be selected to participate in the Midtown Market based on availability and type of product based on our current market needs.
- All vendors intending to be a part of the Midtown Market must complete this application.
- Mail application and check to Katie's Cup at 502 Seventh Street; Rockford, IL 61104
- Email application to [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com)
- Call the Rockford Midtown Market at Katie's Cup at 815-206-8360 for more information or questions.
- Vendor applications will not be processed until we receive your payment.
- All products, including any new products, a vendor plans to introduce during the season must be approved by the Midtown Market Team in writing prior to selling.
- All applications are coordinated and approved by Market Manager, Ali Didier.

By signing below, I acknowledge that I have read and agreed to the terms as described above and that this application does not guarantee or reserve space at the Rockford Midtown Market for me or my business; by submitting this application, my business will be considered for the 2026 season. I also acknowledge that I have read and will follow the Rockford Midtown Market Guidelines should I be allowed to participate. I also acknowledge that I am aware of the Winnebago County Health Department and Illinois Farmers Market Association guidelines for any health concerns any of their necessary licenses and/or permits, and any necessary Liability Insurance.

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

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

(Revised 4-14-2026) For Office Use Only:			
Date Rcvd: _____	Cash or Check#: _____	Amount Paid: _____	Initial: _____