

GREENFIELD CITY WEEKEND MARKET

Every Saturday and Sunday 4PM to 10PM
Laguna Boulevard, Greenfield City

TENANT DESIGN MANUAL





ABOUT Greenfield City Weekend Market



Envisioned to be a never-before-seen, premier outdoor market exuding country-style vibe in a nature setting – Greenfield City Weekend Market promises to offer a different kind of suburban weekend to its patrons.

Rising at the heart of Greenfield City, the 400-hectare flagship mixed-use community of Greenfield Development Corporation in Sta. Rosa, Laguna dubbed “the city within a park”, Greenfield City Weekend Market will be a venue for “Laguna’s Most Unique Finds” to be showcased.

Featuring the best and most popular Laguna products alongside today’s up-and-coming musical acts, Greenfield City Weekend Market will truly be a unique weekend outdoor family destination — all nestled in a thriving nature-rich environment.





VENDOR GUIDELINES



1. Applying for a space

a. Vendors who wish to join must submit the following to the marketing officer-in-charge:

- i. Company/ Group logo
- ii. Profile
- iii. Point person and contact information
- iv. Actual product photos
- v. Product list
- vi. Price list

b. Product samples that are properly labeled must be sent to the Greenfield office with the following address:

- i. If from Laguna, please set a schedule with the retail marketing team every Wednesday and Friday from 10am-3pm. Samples may be sent to:

GDC Field Office
Paseo de Sta. Rosa, Greenfield City
Sta. Rosa, Laguna

- ii. If from Manila, samples may be sent on Monday, Tuesday or Thursday to:

Greenfield Corporate Center
88 United Street, Greenfield District,
Mandaluyong City

c. Feedback will be given within 5 working days via email and text.

d. Note that approval of vendor concept does not guarantee a space every event. Vendors must apply for a space for an upcoming event on a weekly basis.

VENDOR GUIDELINES



2. Securing approval to join

- a. An email and text message will be sent to the approved vendor.
- b. Greenfield City Weekend Market (GCWM) is a "No DUPLICATE PRODUCT" market. Management will strictly monitor product offerings to ensure no vendor will offer product of another.
- c. Vendors are asked to strictly stick to their approved product concepts. The product list that was sent to Greenfield during application for a slot should be the only ones being sold.
- d. Greenfield aims to maintain a good product variety among vendors that should not be directly competing with each other. Should there be new product offerings, please send the list and photos to the marketing OIC for approval, and send product samples to the Greenfield Paseo Field office or to the Greenfield Head office in Mandaluyong.
- e. Vendors that are found to sell non-approved products will be automatically banned from participating in future events.

3. Provisions for vendors

- a. The following items will be provided to the vendors:
 - i. Space within a 12x24 ft. lighted tent
 - ii. 1 table
 - iii. 2 chairs
 - iv. 1 electricity socket for vendor

4. Event day procedure

- a. Ingress schedule for Vendors
 - i. Every Saturday, 10am to 3pm – Ingress of vendors
 - ii. After 3pm – No more movement
 - iii. 4pm to 10pm – Event proper

VENDOR GUIDELINES



b. Setting up the vendor space

- i. All vendors can ingress beginning 10am every Saturday & Sunday egress will commence after 10pm. This schedule shall be consistent every event day unless otherwise advised. Vendors are strictly advised to arrive early to finish setting up, and have enough stocks to last until the end of the event. Greenfield greatly discourages vendors from leaving early because of a sell-out as this will create a hole in the layout and will not look well with the guests.
- ii. Vendors are asked to be mindful of their respective space allocation. Please make use only of the space, tables, and chairs allocated. Each selling space should only be within the confines of your allocated space.
- iii. All vendors must bring their own garbage bags. The janitors will collect these from time to time.
- iv. All vendors must clean up their space completely after every event. Vendors are partners of Greenfield in maintaining the cleanliness and high quality of the event.

5. Weather contingencies

- a. This will be an all-weather event. Contingencies are in place to ensure that the event will not be affected by light to medium rain.
- b. In case of a severe weather forecast, vendors will be updated on a timely basis on Greenfield's next steps.

6. Vendor activities and interaction

- a. The GCWM is a high-end weekend outdoor destination for families.
 - i. Vendors who sell alcohol must first transfer the contents in a cup. Beer bottles will be strictly prohibited.
 - ii. Drinking beer and rough housing within the vendor allocated areas are strictly prohibited.
- b. As representatives of the event, all vendors must interact with event goers in a friendly and courteous manner.

VENDOR GUIDELINES



7. Marketing support

All vendors will be asked to support Greenfield's marketing initiatives to promote the event by:

- a. Posting in respective social media accounts about the GCWM, pre, during and post event day.
- b. Liking the official event Facebook page and leading their clients to the site.
- c. Event flyers are available for pick up by vendors at the Greenfield Paseo Field Office, Greenfield City, Sta. Rosa, Laguna
- d. Note that logos, product photos, etc. may be used from time to time by Greenfield to promote the event.

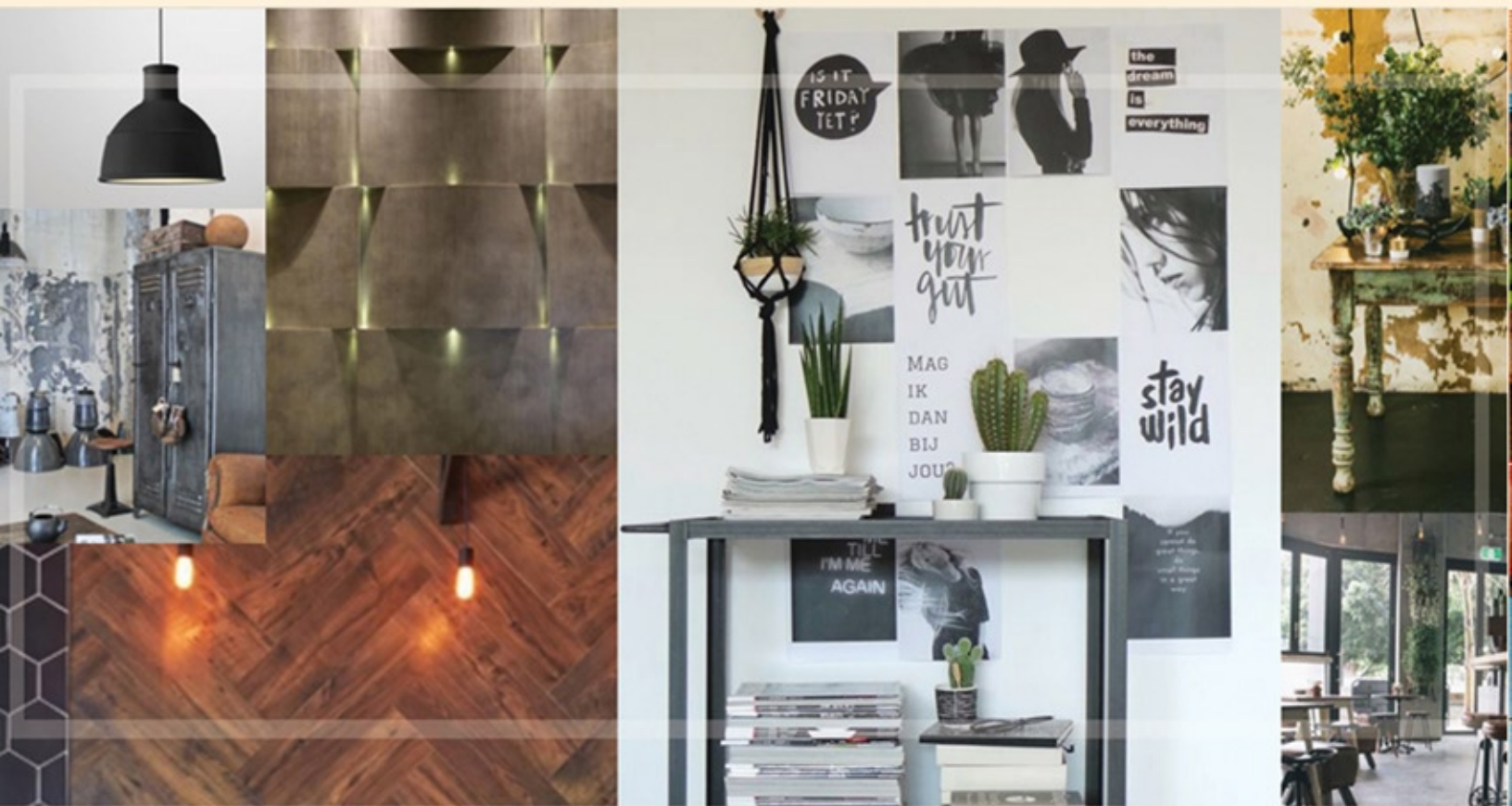
8. Cancellations, early egress, and no shows

- a. Greenfield shall penalize vendors who cancel after confirming to join, who cancel at the last minute, or who pack-up earlier than 10pm. These vendors will not be invited to 4 consecutive events and will be asked to pay the rental fee for the particular event when the "no show" applies.
- b. "No show" vendors without advice will be automatically banned from participating in future events.





MOOD BOARD



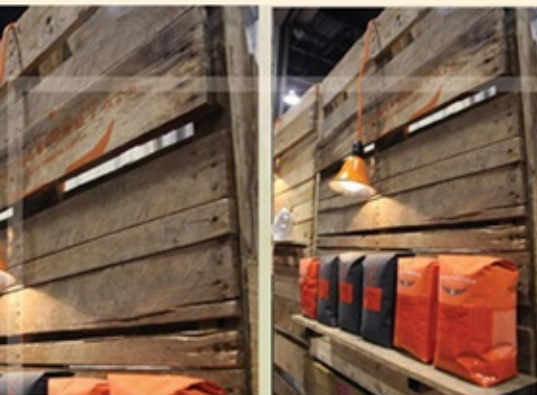
KEY WORDS



SUBURBAN.NATURAL.FRESH.



BOOTH INSPIRATION



FRAMED MERCHANT LOGO



LOGOS ENCASED IN
SQUARE FRAMES

BOOTH PERSPECTIVE



MARKET LOOK AND FEEL



OTHER BRANDING



ADDITIONAL INFORMATION TO BE MOUNTED ON A-FRAME STANDS

VISUAL GRAPHICS FOR NON-FOOD



CREATIVE DISPLAY



USE MULTI LEVEL SURFACES
FOR ADDITIONAL DISPLAY.

MARKET FURNISHINGS



BAR STOOLS
PICNIC TABLES
OAK BARRELS

TEXTURE PALETTE



NEUTRAL TEXTURES - INDUSTRIAL FEEL USING WOOD, WICKER, METAL AND LINEN

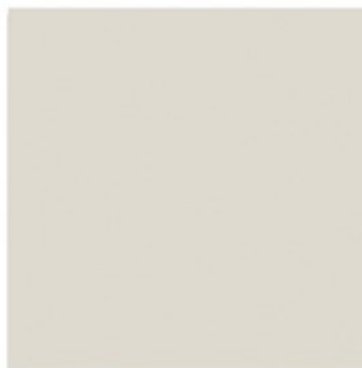
COLOR PALETTE



GREY



PEWTER



OAK



WHITE

NEUTRAL





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