WILD & WAYWARD
FARMERS MARKET



A Little Wild. A Little Wayward.
A Whole Lot Local.

2027

PROGRAMMING & DEMONSTRATION GUIDE

INAUGURAL SEASON • MID-MISSOURI

Know Something Worth Sharing?

Wild & Wayward is a place to shop local - but we'd also love for market mornings to be a place where people can learn something, try something, ask questions, and discover the knowledge and skills growing right alongside the food and goods on our tables.

Programming & Demonstrations bring educational, agricultural, creative, and hands-on experiences into the market through the people who know them best.

What Could It Look Like?

Programming might include a cooking or food-preservation demonstration; a planting, gardening, or growing workshop; a honeybee, pollinator, or agricultural demonstration; a fiber, floral, craft, or traditional-skills demonstration; a hands-on activity for children, families, or adults; a talk, lesson, or question-and-answer session; a performance or other experience that adds something meaningful to market morning; or something useful, interesting, or wonderfully unexpected that we haven't thought of yet.

> **A Good Program Doesn't Have to Be an All-Day Program**
> Programming may be a short demonstration, scheduled workshop, recurring activity, performance, or another format that makes sense for the experience. We'll work through timing and format with selected participants.

What Makes a Good Fit?

The best W&W; programming gives visitors something worthwhile to learn, watch, try, hear, or experience while still complementing the farmers market around it.

Programs should be appropriate for the intended audience, workable within a public market setting, safe for the site, and connected in some meaningful way to agriculture, food, making, education, creativity, local knowledge, families, or community life.

Programming should add to market morning - not overwhelm the market itself.

Volunteer or Paid? Let's Talk About It.

Some W&W; programming may be offered as volunteer or community programming, while other experiences may involve an agreed fee or compensation. If compensation is part of your proposal, let us know when you inquire.

Submitting a programming inquiry does not create a commitment by W&W; to book or compensate a presenter. Any compensation will be discussed and agreed upon before a program is confirmed.

Programming Isn't Automatic Vendor Approval

Being approved to present a program or demonstration does not automatically approve someone to sell products at the market. Any sales must be discussed with W&W; in advance and meet applicable vendor and legal requirements.

How Programming Works

Have an idea you'd like to bring to Wild & Wayward? Start by telling us what you're imagining. We'll review each proposal individually and work with selected presenters to find a format that makes sense for the experience, the market, and the people attending.

01

Tell Us Your Idea

Submit a Programming Inquiry and tell us what you'd like to share, what visitors would experience or learn, and any basic space, equipment, or setup needs you already know about.

02

We'll Take a Look

W&W; will review the idea for fit with the market, intended audience, available space, visitor experience, safety, and the 2027 calendar.

03

Let's Work Out the Details

If it looks like a good fit, we'll talk through timing, format, space and equipment needs, compensation if applicable, and any activity-specific requirements.

04

We'll Make It Official

Once the details are settled, W&W; will provide written confirmation outlining the program, date and time, agreed arrangements, and anything you'll need to know before market day.

05

Bring It to Market

Show us what you know. Teach something, make something, demonstrate something, perform, answer questions, or give visitors an experience worth sticking around for.

A Few Important Things

An inquiry isn't a booking. Submitting an inquiry doesn't guarantee acceptance, scheduling, or compensation. A program is confirmed only after W&W; and the participant have agreed on the details.

Different activities have different needs. Depending on the program, participants may be asked to provide applicable insurance documentation or meet additional safety, site, food-safety, licensing, or legal requirements before confirmation.

Some programs need extra review. Programs involving food preparation or sampling, animals, equipment, open flames or heat, electricity, children, or other activities with additional safety considerations may require advance approval and additional arrangements before they can be confirmed.

Bring the program we planned together. Significant changes to the approved activity, setup, equipment, sales, fundraising, promotional activity, or other arrangements should be discussed with W&W; in advance.

Market plans can change. Programming may be adjusted, rescheduled, or canceled when weather, site conditions, market operations, safety, presenter availability, or other circumstances require it. If a market is canceled, associated programming is canceled unless W&W; communicates otherwise.

Representing an Organization or Community Resource?

If your main goal is to share information, resources, or the work of a nonprofit, agricultural group, community organization, or similar organization rather than lead a program or experience, our Community Feature pathway may be the better fit.

Got Something Worth Sharing?

Tell us what you have in mind. You don't need to have every detail figured out before you reach out - we'll work through the possibilities with you if the idea looks like a good fit for Wild & Wayward.

START A PROGRAMMING INQUIRY

Questions before you inquire? **partners@wildandwaywardmarket.com**