

Sponsorship Opportunities

At the Cary Downtown Farmers Market: 2018



August 10, 2018

[Contact manager@caryfarmersmarket.com](mailto:manager@caryfarmersmarket.com) for more information

The Cary Downtown Farmers' Market is a vibrant gathering place where the community has direct access to multiple farmers and unique craftsmen all in one place.

We are committed to providing the highest quality of agricultural and craft products. We actively engage in the education of nutritional benefits from local produce, meats, and dairy. We are an integral part of the Cary downtown community and support and promote buying from local businesses. We believe in the importance of building the relationship between consumers, farmers, and the community.

Our customers often comment about their feeling of a sense of community at the market! With more people coming to live downtown and more businesses moving to downtown, with streetscaping projects and the downtown park, the future growth of the Market in terms of vendors and customers is excellent! The Market offers significant exposure for local businesses either as sponsor of the market or as community business booths. Our webpage, our newsletter with nearly 700 subscribers and growing, social media (Facebook, Twitter, Instagram), and printed materials will be exposed to many viewers. **The Market averages 600 customers per week, the range is from 350 to 700. The Market's Newsletter has over 700 subscribers, Facebook has 2,824 Followers, Twitter has 1171 Followers, and Instagram has 1,122 Followers.** When your business sponsors the Market, you will be showing community spirit and community commitment to the citizens of Cary. This can do much to promote your business and increase sales!

The Market season is from the first Saturday in April to the last Saturday before Thanksgiving in November, for a total of 34 weeks. We currently have 24 full and part time vendors.

Market SPONSORSHIP Opportunities

GOLD LEVEL (or Sponsor of the Market)

EXCLUSIVE OPPORTUNITY for ONE Business

SILVER LEVEL (or Friends of the Market)

Open to 10 Businesses as Friends of the Market!

BRONZE LEVEL (or Market Supporters)

A niche opportunity for one Business each:

- MUSIC SPONSOR
- NONPROFIT SPONSOR (or Community Voice Sponsor)
- CHILDREN'S ACTIVITY SPONSOR

Community Business Booth

GOLD LEVEL (or Sponsor of the Market)

EXCLUSIVE OPPORTUNITY - \$2000.00 Annually; 6 months - \$1500.00

Benefits:

The Signature Market Sponsor will be recognized with their name and the Market's name on all printed material, social media, web page, etc., as if the market has a second name. Only one Gold Level sponsorship is available. This is the highest level of sponsorship and the business name will become part of the Cary Downtown Farmers Market.

- One year beginning with commitment date; OR **three-year term for \$5500.**
- The Market will be known as the Cary Downtown Farmers Market and (your company name)
- Listing on all Market advertising materials
- Listing on web home page and prominently displayed throughout the web site
- Listing on all social media (Facebook, Twitter, Instagram, newsletter) and featured weekly
- Listing on Cary Downtown Farmers Market Banner (2x6 feet)
- Recognition on all of our printed materials, prominently featured with maximum logo size appropriate for the form of media
- Your logo will be featured on the listing of market sponsors, displayed at the Market information table every market day.
- The Gold level sponsor will be allowed to have a booth at the market to promote their business and its products and/or services, for a total of four times a year.
- Be a significant part of the opening day at the Market. A dignitary from the sponsor, along with staff directors from the Town of Cary, and several Town Council members will provide opening day remarks and be a part of the festivities.
- The Gold sponsor of the Market is an exclusive title designated for one business.
- Quarterly payments of \$500 accepted for one-year sponsorship, or three payments of \$500 for 6-month sponsorship.

The Silver and Bronze levels of support are for businesses who want to show their community support and community spirit at the Market and to our customers.

SILVER LEVEL (or Friends of the Market)

Benefits:

- One-year sponsorship - **\$1,000.00; 6 months - \$750.00**
- There will be a maximum of 10 Friends of the Market!
- Listing on Market web page
- Listed as a Friend of the Market in our Newsletter, weekly
- Listed as a Friend of the Market on our printed materials
- Listed as a Friend of the Market on signage displayed at the information table
- The Silver level sponsor will be allowed to have a booth at the market to promote their business and its products and/or services, once during the year.
- Will be invited to Open Day Ceremonies and be recognized as a Silver Level/Friend of the Market!
- Quarterly payments of \$250 accepted for one-year sponsorship or three payments of \$250 for 6-month sponsorship.
- **Three-year term \$2750.**

BRONZE LEVEL (or Market Supporters)

Benefits:

- One-year sponsorship - **\$500.00; 6 months - \$350.00**
- Listing on Market Web page
- Listing in the Newsletter each week
- Listed as a Market Sponsor on signage displayed at the information table

MUSIC SPONSOR

Benefits:

This sponsor will have a niche with the Market. This sponsorship will own the musical portion of the Market and will receive extensive and continuous exposure on market days.

- **One-year sponsorship - \$2,000; 6-month sponsorship \$ 1250.00**
- BANNER advertising displaying sponsor name weekly (2x4 feet)
- Listing on webpage as the exclusive music sponsor
- Listing on Facebook, Twitter, Instagram, and Newsletter as the exclusive music sponsor continuously
- Listing on all our printed material
- The Music sponsor will be allowed to have a booth at the market to promote their business and its products and/or services, for a total of four times a year.
- Be a significant part of the opening day at the Market. A dignitary from the sponsor, along with staff directors from the Town of Cary, and several Town Council members will provide opening day remarks and be a part of the festivities!
- Our Musical Coordinator is Phil Shepard

NONPROFIT SPONSOR (or Community Voice Sponsor)

Benefits:

This sponsor will also have a niche with the Market as a sponsor of nonprofit organizations. This sponsorship offers the opportunity for local/regional nonprofits to display the organizations material at the market and recruit volunteers.

- **One-year sponsorship - \$600.00; 6-month sponsorship - \$ 400.00**
- BANNER advertising displaying nonprofit sponsor weekly (1x3 feet, approximately)
- Listing on webpage
- Listing in Newsletter weekly
- Nonprofits at the Market will be nonpartisan and nonpolitical

CHILDREN'S ACTIVITY SPONSOR

Benefits:

This sponsor will have a niche with the Market as a sponsor of Children's activities, such as face painting, photo sessions, learning activities such as gardening for kids, special play sessions, etc.

- **One-year sponsorship - \$750.00; 6-month sponsorship - \$ 450.00**
- BANNER advertising displaying nonprofit sponsor weekly (1x3 feet, approximately)
- Listing on webpage
- Listing in Newsletter weekly
- We will have kids' arts and crafts every week with an adult helper
- Approximately every third week, we will have a special kids' activity

Community Business Booth for 2016 and 2017

A business can promote its products and/or services at the market, including demonstration of their products and/or services. While sales during market are not permitted, it is a great way to promote your business and to advertise your products and/or services and potentially increase sales!

- One week at the Market is \$100
- Two weeks at the Market is \$80/week or \$160
- Five weeks at the Market is \$65/week or \$325
- More than five weeks continues at \$65/week
- One year (34 weeks) is \$1870 (\$55/week)

The **Cary Downtown Farmers Market** is a nonprofit corporation serving the community of Cary and surrounding areas. We are applying for our IRS 501(c)(3) status as a charitable and educational nonprofit corporation. We are run by a Board of Directors which consist of three vendors, three local business owners, and five customers of the Market.

The Market's Board of Directors:

Doc Thorne, President (business owner)

Dan Pike, Treasurer (customer)

Shuchi Gupta, Secretary (customer)

Donna Walker (vendor)

Kerry Mead, Marketing Chair (customer)

Dave Dumers, Music Coordinator (customer)

Lisbeth Rasmussen, Vendor Rep (vendor)

www.caryfarmersmarket.com

