

# Sponsorship Opportunities

## 2019 Cary Downtown Farmers Market

*Updated: Feb 2019*



### **ABOUT:**

The Cary Downtown Farmers Market is a 501(C)3 organization working to increase access to healthy and local foods in Downtown Cary and surrounding areas. Each Market takes a lot of planning, coordination, volunteer support and community outreach. By Sponsoring at the level options below, you will ensure we can provide an array of events, education, music and more for our neighbors.

### **PURPOSE:**

The Cary Downtown Farmers Market (CDFM) strives to:

- Support local family farmers by providing farmers, artisans, and businesses a vibrant gathering outlet to sell directly to the consumer.
- Encourage residents to stay and shop in Downtown Cary using local businesses.
- Enrich the community by making farm fresh in-season products available to customers.
- Engage and educate customers about the nutritional benefits of making healthy and sustainable food choices for our environment, community, culture, and economy.
- Create an incubator for business entrepreneurs, including youth.
- Promote a community gathering spot that creates a festive atmosphere with connections to local businesses and encourages economic vitality as people stay in Downtown Cary to shop.

### **BENEFIT/VALUE:**

The Market offers significant exposure, advertisement, and visibility for local businesses either as a sponsor of the market or as community business booth/investment. We have a devoted customer base averaging 500 visitors a week. The Market's newsletter was recently upgraded and has over 800 subscribers and growing. We are active with various social media platforms (Facebook, Twitter, Instagram) and have over 5,550 followers.

## **Sponsorship Levels - General:**

### **Season Sponsor ~ \$2,000**

The Signature Market Sponsor will be recognized with their name and the Market's name on all printed material, social media, web page, etc. This is the highest level of sponsorship and the business name will become part of the CDFM. Exclusive opportunity for 1 business.

- One year beginning with commitment date; OR three-year term for \$5500.
- The Market will be known as the Cary Downtown Farmers Market presented by (your company name)
- Logo/Company Name on all print and marketing materials, prominently featured with maximum logo size appropriate for the form of media
- Logo/Company Name on website with link to your website
- Logo/Company Name on social media (Facebook, Twitter, Instagram) and featured weekly
- Logo/Company Ad in our weekly newsletter (34 weeks)
- Logo/Company Name displayed on Market Banner (2x6 feet)
- Booth at the market to promote business and products and/or services: 5 times a year.
- 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 (based on their availability) will provide opening day remarks and be a part of the festivities

### **Harvest Sponsor ~ \$1,000**

- One year beginning with commitment date; OR three-year term for \$2750.
- Logo/Company Name on Market website with link to your website
- Logo/Company Name in our weekly newsletter (34 weeks)
- Logo/Company Name on our printed materials/information table
- Logo/Company Name on social media (Facebook, Twitter, Instagram) featured monthly
- Booth at the market to promote business and its products and/or services: 3 times a year
- Invited to Open Day Ceremonies and be recognized as a Harvest Sponsor of the Market

### **Cultivate Sponsor ~ \$750**

- One year beginning with commitment date
- Logo/Company Name on Market website with link to your website
- Logo/Company Name in our weekly newsletter (34 weeks)
- Logo/Company Name on our printed materials/information table
- Logo/Company Name on social media (Facebook, Twitter, Instagram) featured bi-monthly
- Booth at the market to promote business and its products and/or services: 1 time a year

### **Sustainable Sponsor ~ \$500**

- One year beginning with commitment date
- Logo/Company Name on Market website with link to your website
- Logo/Company Name in our weekly newsletter (34 weeks)
- Logo/Company Name on our printed materials/information table

### **Sponsorship Levels - Niches:**

We are striving to make each Market a memorable event with a variety of activities, themes and vendors throughout the season. The following sponsorship opportunities will allow us to continue to expand our efforts in outreach and community offerings through the Market.

### **Beets (Music/Entertainment Sponsor) ~ \$1,000**

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 beginning with commitment date
- Logo/Company Name displayed on Market Banner (2x4 feet)
- Logo/Company Name on website as exclusive music sponsor, with link to your website
- Logo/Company Name in our weekly newsletter (34 weeks)
- Logo/Company Name on our printed materials
- Logo/Company Name on social media (Facebook, Twitter, Instagram) featured weekly
- Booth at the market to promote business and its products and/or services: 3 times a year
- Invited to Open Day Ceremonies and recognized as a Music Sponsor of the Market

### **Sweet Pea (Children's Activity Sponsor) ~ \$500**

This sponsor will have a niche with the Market as a sponsor of Children's activities, such as face painting, photo sessions, educational activities i.e. gardening for kids, special play sessions, etc. Approximately once a month to feature a special kids' activity.

- Logo/Company Name on website with link to your website
- Logo/Company Name on special News Feed website posts
- Logo/Company Name in our weekly newsletter (34 weeks)
- Logo/Company Name on our printed materials
- Logo/Company Name social media highlight prior to Market

### Sweet Potato (Children's Booth) ~ \$50 per Market Visit

This sponsor will have a special opportunity to manage the Children's table (with a Market volunteer, if needed) while engaging parents and families about your business' services and/or products. Please note Market provides Art/Craft

- Manage Art or Craft for 45+ kids throughout the Market Day
- Logo/Company Name social media highlight prior to Market
- Logo/Company Name in our weekly newsletter (1 week)

### Leafy Greens (Chef/Food/Education Sponsor) ~ \$500

This sponsor will have a niche with the Market as a sponsor of various chef demonstrations, tastings, and food education programs i.e. Eat A Rainbow. Approximately once a month to feature a chef demonstration and/or food education.

- Logo/Company Name on Market website with link to your website
- Logo/Company Name on special News Feed website posts
- Logo/Company Name in our weekly newsletter (34 weeks)
- Logo/Company Name on our printed materials
- Logo/Company Name social media highlight prior to Market

### Bell Pepper (Community Business Booth) ~ \$75 - \$1,870

A business can promote its products and/or services at the market, including demonstrations. 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!

- Logo/Company Name newsletter with clickable link
- Logo/Company Name mention FB prior to visit
- Logo/Company Name on Market website and News Feed post prior to visit
- Access to 300-600 Market Customers (attendance varies)
- Commitment/Investment options – contact Market Manager

## Sponsorship Agreement Letter

The Cary Downtown Farmers Market (CDFM) is dedicated to advocating sustainable living to the Cary community and connecting consumers with the means to buy the finest selection of local products.

Thank you so much for offering to be a sponsor of the CDFM! Your donation is directly invested back to the Market - providing us the means to grow and cultivate for the good of the community. Support from you and/or your business is what will keep our market viable for years to come.

Please fill out the following form and mail it to the address below.

All checks should be made out to Cary Downtown Farmers Market

I would like to sponsor the 2019 Cary Downtown Farmers Market (CDFM):

\_\_\_\_\_ Sponsor Level Name  
\$ \_\_\_\_\_ Sponsor \$ Amount

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Business Name and/or Person Name (Signature)

Included with this letter is my check made out to the Cary Downtown Farmers Market for the above mentioned sponsorship amount. I understand that the CDFM Sponsorship Chair will confirm my sponsorship.

Name:

Address:

E-mail:

Phone:

Please e-mail your logo to [manager@caryfarmersmarket.com](mailto:manager@caryfarmersmarket.com)

Send this form and payment to:

CDFMA Attn: Market Manager PO Box 4621 Cary, NC 27519-4621T

You may also email the completed form to [manager@caryfarmersmarket.com](mailto:manager@caryfarmersmarket.com)

*The CDFM reserves the right to refuse any sponsorship that might not be in line with the mission of the CDFM Association/BOD. In addition, the CDFM Association/BOD will not enter into a sponsorship agreement with any organizations that, if associated with the CDFM, would create the appearance that the CDFM supports a particular religious or political point of view.*