

# farmers market week 2009



## Education and Outreach Campaign

### Business & Organizational Sponsorships

The Farmers Market Coalition (FMC) celebrates the role of private businesses and organizations in helping serve the diverse needs of the farmers market community. Farmers markets continue to sprout, grow, and thrive. Consequently, the demand for EBT merchant processing, pop-up tents, banners, folding tables, promotional products, and a wide variety of other products and services continues to grow. As the leading national organization representing the nearly 5,000 farmers markets in the United States, FMC is a networking hub for market managers, farmer vendors, and state and regional farmers market associations.

The Farmers Market Coalition Sponsorship Program provides eligible merchants and service providers an opportunity to promote their business or organization to farmers market vendors, managers, and organizers throughout the country. In 2009, the FMC will be accepting sponsorships for its work to raise public awareness of farmers markets as engines of entrepreneurship, economic sustainability, and diversified local and regional food systems. In coordination with this year's National Farmers Market Week, FMC will launch a campaign to provide toolkits to individual markets and state farmers market associations. This spectrum of tools will help communicate the positive impacts of farmers markets to partners, local officials, and second-tier consumer demographics. For example, professionally designed print and print-ready outreach materials like talking points, bookmarks, postcards, stickers, and farmers market glossaries will equip farmers markets around the country with powerful and easily customized assets for outreach and education.

To maximize the reach and impact of this campaign, we need your help. FMC's goal is to get these valuable tools to as many markets as possible, many of which do not have the funds to cover design or printing costs. Your sponsorship at any level will help get these materials in the hands of farmers markets organizers (at markets large and small, urban and rural) for free or at cost.

### Why is National Farmers Market week a good investment of your marketing dollars?

While national media exposure of farmers markets grows steadily throughout the summer, it reaches a crescendo during National Farmers Market Week, when all federal, state, and local governments issue press releases and thousands of farmers markets sponsor events and special promotions. This year, National Farmers Market Week is scheduled for August 2nd – 8th.

FMC's web site, [farmersmarketcoalition.org](http://farmersmarketcoalition.org), houses the farmers market industry's only national resource library, the "go-to" portal for farmers market sponsors, managers, and educators, gathering 6,200 hits in March 2009. As we expand and continue to drive consumer and industry traffic to our web site, we will simultaneously drive attention to your organization.

The FMC newsletter directly reaches more than 1,300 subscribers, and an estimated 2,000 indirect recipients in on-line and print formats. In April, the newsletter will be getting a design facelift and a new name. Copies of the July edition, which will emphasize the benefits of farmers markets to communities, will be mailed to FMC members and disseminated at state and regional events around the country. With your help, we can make these newsletters available en masse for dissemination at thousands of individual farmers markets.

Whether your target audience is farmers, individual markets, or the average farmers market consumer, the Farmers Market Coalition offers you a unique opportunity to be recognized as an ally in the growing movement to strengthen and promote farmers markets as vehicles for community health & agricultural viability.

## Sponsorship Levels:

### 24 Carrot Level: \$2,000

- Organization name, logo, and hyperlink on FMC web site (as a "24 Carrot Supporter of Farmers Market Week") from June 1 through September 30
- Business name, logo, and hyperlink in 'Supporters Corner' of July 2009 and September 2009 editions of the FMC newsletter
- Organization name in press releases to be placed in national media outlets

### 18 Carrot Level: \$1,000

- Organization name, logo, and hyperlink on FMC web site (as a "18 Carrot Supporter of Farmers Market Week") from June 1 through September 30
- Business name, logo, and hyperlink in 'Supporters Corner' of July and September 2009 FMC editions of the FMC newsletter

### 14 Carrot Level: \$500

- Organization name and hyperlink on FMC web site (as a "14 Carrot Supporter of Farmers Market Week") from June 1 through September 30
- Organization name and hyperlink in 'Supporters Corner' of July 2009 FMC newsletter

### Friend of Farmers Markets: \$150

- Organization name in "Supporters Corner" of July 2009 FMC newsletter

FMC is also interested in in-kind donations of services or products which might expand the reach of the campaign or be made available as prizes for farmers markets. Please contact the FMC at [sponsorship@farmersmarketcoalition.org](mailto:sponsorship@farmersmarketcoalition.org) with your in-kind donation proposal.

### Who is an eligible sponsor?

The eligibility of potential sponsors will be determined at the discretion of the FMC, based upon a variety of factors, including public reputation, relevance to the farmers market community at large, and value/quality of the product or service. The FMC will not enter into exclusive sponsorship agreements, meaning that it retains the right to accept sponsorships from more than one corporate entity in a given category. Sponsorships under this structure will only be accepted until June 1, 2009.

### To pledge your support for farmers markets, or learn more about sponsorship, contact:

Stacy Miller  
[sponsorship@farmersmarketcoalition.org](mailto:sponsorship@farmersmarketcoalition.org) | 304-263-6396  
P.O. Box 4089 | Martinsburg, WV 25402  
[www.farmersmarketcoalition.org](http://www.farmersmarketcoalition.org)

*FMC is a 501(c)(3) devoted to strengthening farmers markets for the benefit of farmers, consumers, and communities.*

*Farmers markets are good for everyone. Join us to make them even better.*