



# SPONSORSHIPS AND DONATION OPPORTUNITIES SUPPORTING THE MARSHALL AREA FARMERS' MARKET

"A GATHERING PLACE FOR THE COMMUNITY"

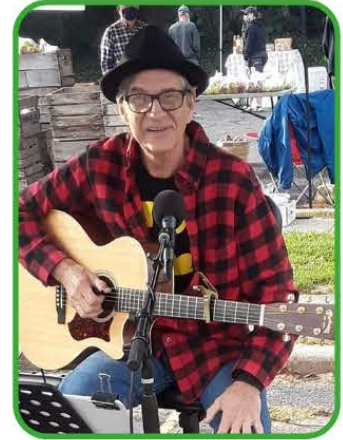


**Summer Market (Saturdays - May-Oct. 8am-1pm)**  
**City Parking Lot 125 W.Green St**

**Winter Market (Saturdays - Nov.-April 9am-Noon)**  
**B.E. Henry Bldg 615 S. Marshall**

## HERE'S A LITTLE GLIMPSE OF THE MARKET

Serving hundreds of area residents weekly and featuring 37+ vendors throughout the year, the Marshall Area Farmers' Market brings fresh food, handmade goods, special events, local musicians, Youth Programs and fun to our community. Dedicated to re-linking community ties, Marshall's Farmers Market is an engaging shopping experience that fosters a complete, community driven approach to economic development, improving the mind, body and soul of Market participants.



"Shopping at the market inspires me to think outside the cookbook... I let the ingredients speak for themselves and that can be liberating!" When a local farmer cares to grow food from a seed, you can taste the difference! The food tastes better when it's been watered with love."  
Local Chef, Jen Rice



"It's more than just a market! It's a community gathering place where you can have Saturday morning coffee and a muffin with friends! But the big benefit is being able to purchase a wide variety of local goods, including fresh vegetables, homemade noodles, pasture-raised meats, homemade baked goods, natural personal products, artisans candles and special crafts."

Farmers' Market Shopper....  
Tracy Kenworthy



"Marshall Area Farmers' Market is where my wife, Seraina and I share our love of organic farming! Starting seeds in our greenhouse for plant sales and our own garden, and then selling a wide variety of fresh-picked organic produce from April - December. The strong support from both the market members and area residents, has helped Willow Garden come to life!"

Jason Killoran, Vendor Willow Gardens and  
Advisory Board Member



# The Market by the numbers 2020-21

• 14 Winter & 26 Summer Markets • 37+ producers/vendors/artisans • 900+ customers average per day • 916 volunteers hours

The Market is a nonprofit (under the City of Marshall) run by an Advisory Board of 9 dedicated volunteers and Market Manager

Patty Parker - Board Chair  
TJ McCully- Community  
Didik Sockarmoen - Vendor

Kathy Miller - Vice Chair  
Amy Zerbe - Community

MARKET MANAGER - Pam Wolfersberger

Dan Marsh - Vendor  
Jason Killoran - Vendor

Todd Hazel - Vendor  
Julie Plassman - Community

These people, plus our volunteers, make sure that our market is the best it can be.!

Farmers' markets are good for communities. They bring people together and increase the social health and wealth of communities. Studies show that farmers' markets improve customers' sense of belonging and attachment to the neighborhood, and increase sales in surrounding businesses. Not to mention the healthy, tasty food that customers buy each week at the market.

The past two summers were difficult for the market, but with the help of sponsors and friends, we were able to provide our community with fresh, nutritious food while also supporting local farmers and artisans.

The market operates on a small annual budget which supports an array of operating expenses including insurance, permits, signage, promotions, and a Market Manager.

Unusual expenses can create a challenge for us, like the sudden need for substantial amounts of hand sanitizer, barriers, and special signage over the past two years.

A boost in our operating funds will: allow an opportunity to replace damaged/old canopies and market signage, continue the Market Youth Vendor program, give start-up funds to the 2022 Art at the Market event, continue stipends for musicians who share their talent..... add special kids and adults events, expand advertising, vendor recruitment and community outreach.

We continue to provide the platform for local agribusinesses, area food artisans, quality homemade products by new entrepreneurs and our youth vendors.

## Sponsor Levels>> Benefits

	**Premier Sponsor \$3000 - <u>PLUS</u>	** Gold Sponsor \$2,000 - \$2500	**Silver Sponsor \$1,000 - \$1500	**Bronze Sponsor \$500 - \$999
• Press release w/picture announcing Premier Sponsorship -----	✓	✓	✓	✓
• Business Name & Logo on website, Facebook page & special event programs -----	✓	✓	✓	✓
• Business name & logo on "MARKET BUCKS" ** *Market Bucks are purchased by shoppers as gifts, used in promotions at the market. Same as cash and are used to buy products at the market. -----	✓	-----	-----	-----
• 12 Market Days of your choosing! ** A Booth Space will be yours to promote your business via handouts or handshakes. Use your imagination! This 12X opportunity is reserved only for our Premier Sponsors	✓	Complimentary Booth at Market 3 times	Complimentary Booth at Market 2 times	Complimentary Booth at Market 1 time

## Special Donor Opportunities

### Entertainment



\$200.00  
"Sponsor a Month" of Entertainment  
Choose your month!  
Donor's Name/Business displayed for the month at the Entertainment Stage

\$100.00

"Sponsor a Youth Vendor Booth"  
Donor's Name/Business displayed at Youth Vendor's Booth all summer!  
P.S. These youth vendors are awesome!

### Youth Vendor Program



### Kids Day at the Market



\$10 - \$300  
Your donation to Kids' Day at the Market helps with securing:  
Magicians, Balloon Man, Zoo Animals, Gaming Equipment & prizes, art materials.  
All donors/businesses will be listed in event PR & flyers

\$10-\$300

Your donation will be used to promote this first time event. We will be showcasing area artisans on the 2nd Saturday of May, June, July, Sept and October. All donors/businesses will be listed in event PR & flyers

### 2nd Saturday Art at the Market



**Sponsors support economic benefits to local businesses:**

- An increase in dollars spent in local businesses on market days and beyond
- A greater local multiplier effect; dollars spent at the Farmers Market circulate within the community longer and generate additional revenues

**Partner with Marshall Area Farmers' Market to provide:**

- A stronger sense of community.
- fresh, nutritious, locally-grown food at reasonable prices.
- A learning experience for our youth entrepreneurs
- Volunteer opportunities for your employees and friends

**THANK YOU FOR SUPPORTING THE FARMERS' MARKET!**

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Please print all the information so that we get all the spelling correct. Thank you! -----

**Business or Donors' Name:** \_\_\_\_\_

**Business Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date signed**

**SPONSORSHIP LEVEL (please check your level & fill in amount)**

\* PREMIER (3,000 Plus) \_\_\_\_ Am't \_\_\_\_      \*GOLD (\$2,000 - \$2,500) \_\_\_\_ Am't \_\_\_\_  
\*SILVER (\$1,000 - \$1,500) \_\_\_\_ Am't \_\_\_\_      \*BRONZE (\$500 - \$999) \_\_\_\_ Am't \_\_\_\_

**Special Donor Opportunities (Please check your choice(s))**

ENTERTAINMENT	\$250 ____	Month Requested _____	(May-June-July-Aug.- Sept.-Oct.)
YOUTH VENDOR PROGRAM	\$100 Plus	Amount donated \$ _____	
KIDS DAY AT THE MARKET	\$10 - \$500	Amount donated \$ _____	
2nd Saturday "ART at the MARKET	\$10 - \$300	Amount donated \$ _____	

**\*\* ALL SPONSORS** - Please provide jpg of your logo and a "Mock up" on how your Business Name is spelled and looks in your advertising by April 15th.

**\*\*PREMIER SPONSOR** - Pick your 12 Market Booth dates May 1, 2022

**\*\*Gold, Silver and Bronze** - Select your complimentary Market booth day(s) by May 15, 2022

**SPONSORS:** Email the all of the above to Pam Wolfersberger, pam.mafm@gmail.com

**Make checks payable to MAFM and mail to:** MAFM/City of Marshall 323 W. Michigan Ave. Marshall, MI 49068  
**Attention:** Pam Wolfersberger, Market Manager