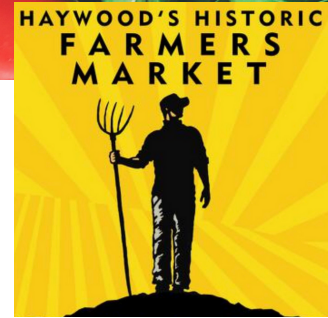




# SPONSORSHIP OPPORTUNITIES



## HAYWOOD'S HISTORIC FARMERS MARKET

Haywood's Historic Farmers Market is a Waynesville-based 501(c)(3) nonprofit organization cultivating healthy communities by supporting relationships between local farmers, producers, and the public. By becoming a sponsor of the Haywood's Historic Farmers Market (HHFM), your organization shows a shared commitment to fostering a community that is economically, ecologically and socially sustainable.

As a local business with a reputation for community support, your company can benefit through its affiliation with HHFM by becoming a sponsor through a tax-deductible investment.

Your sponsorship positions you as a conscientious, community leader to Haywood County residents and the 650+ weekly market visitors, and also helps the Market to:

Provide family-friendly, safe fun events at the Market for all ages including Weekly Local Musicians, Farm Fresh Breakfast Saturdays, Ice Cream Socials, Kids Craft Corner, and more!

Support the market and our efforts to educate the community on healthy eating and sustainable growing practices.

Help farmers make a living while staying on their farms as they serve as good stewards of the environment.























Allow the HHFM to reach more people through the EBT/SNAP and Double Up Food Bucks Programs, Haywood Gleaners partnership and other community outreach.



# TOP REASONS TO BECOME A HHFM SPONSOR

- 1. ALIGN with a local lifestyle and values that support family farmers, food artisans, sustainability and health.
- 2. LAUNCH a new product or a promotion and gather new customer leads at one of Waynesville’s top consumer events.
- 3. ENGAGE with customers face-to-face in a relaxed, comfortable, feel-good environment.
- 4. CONNECT your business with people who believe in a healthy and sustainable lifestyle.
- 5. REACH nearly 18,000 shoppers annually with your brand message at the market and through our advertising/marketing avenues.

OUR CONSUMER REACH  
650+ SHOPPERS ON A BUSY SUMMER SATURDAY  
1353 FACEBOOK FOLLOWERS  
1494 INSTAGRAM FOLLOWERS  
555 SUBSCRIBERS TO OUR E-NEWSLETTER

SPONSOR BENEFITS	HARVEST	SUSTAIN	GROW	SEED
All Benefits are for the 2021 Market Season	\$1,000	\$500	\$250	\$100
Sponsor Logo Included on Signs at Entrance to the Market				
Opportunity to Provide Outreach Materials at Manager Booth				
Opportunity to Set Up Promotional Tent on Specified Market Days	 X3	 X2	 X1	
Sponsor Logo on Annual HHFM Booth Banner				
Sponsor Logo on the HHFM Website				
Social Media Shout Out on our Facebook and Instagram pages				
Sponsor Logo included in weekly HHFM E-Newsletter				



# SPONSORSHIP AGREEMENT

HAYWOOD'S HISTORIC FARMERS MARKET  
250 PIGEON ST. WAYNESVILLE, NC  
SATURDAYS 9:00AM - NOON  
APRIL THROUGH DECEMBER  
HAYWOODFARMERSMARKET@GMAIL.COM  
WWW.WAYNESVILLEFARMERSMARKET.COM

Contact: Lauren Wood  
Market Manager  
828.655.5305

**Business Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

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

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

Please let us know how you would like to partner with us by checking the sponsorship category below:

- ☐ **Harvest \$1000**
- ☐ **Sustain \$500**
- ☐ **Grow \$250**
- ☐ **Seed \$100**
- ☐ **Other**

## Payment Options:

**CASH** - Directly pay the Market Manager at a Saturday Market.

**CHECK** - make checks payable to:  
Waynesville Public Market, Inc and  
mail to:  
PO BOX 1472  
Waynesville, NC 28786

**Credit Card** - we can send you the link to our paypal account.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Thank You!*

Haywood's Historic Farmers Market is a 501(c)3. All donations are tax deductible. We accept Cash, Check, or Credit Card. Please make checks out to Waynesville Public Market.