



2022 SPONSORSHIPS & FRIENDS OF THE MARKET

Haywood's Historic Farmers Market is a Waynesville-based 501(c)(3) nonprofit organization cultivating healthy communities by connecting local farmers, producers, and the public. This year we're in our 15th season!

By becoming a sponsor of the Haywood's Historic Farmers Market (HHFM), you or your business show a shared commitment to fostering a community that is economically, ecologically and socially sustainable. You can benefit through its affiliation with HHFM by becoming a sponsor through a tax-deductible investment. Those donating at our lower levels can participate by becoming a Friend of the Market.

Your sponsorship positions you as a conscientious, supportive, community leader to Haywood County residents and our 300-1,000+ 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, kids' crafts, wellness fairs, customer appreciation events 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 + Double Up Food Bucks Programs, Haywood Gleaners partnership** and other community outreach.





TOP REASONS TO BECOME A SPONSOR OR FRIEND OF THE MARKET

OUR REACH

- 300-1,000+ SHOPPERS per Saturday
- 1,680 FACEBOOK followers
- 1,874 INSTAGRAM followers
- 800 SUBSCRIBERS to our E-NEWSLETTER

1. **ALIGN** your values to support local family farmers, food artisans, sustainability and health.
2. **LAUNCH** a new product or 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** ~18,000 shoppers annually with your brand message at the market or through our marketing efforts.

SPONSORSHIP & FRIEND OF THE MARKET	HARVEST \$1000	GROW \$500	SUSTAIN \$250	SEED \$100	FRIEND \$50
Sponsor logo on weekly music tent	✓				
Sponsor logo included on market entrance sign	✓	✓			
Opportunity to set up promotional tent at market	✓ x2	✓ x1			
Opportunity to provide outreach materials at market	✓	✓			
Sponsor logo on annual market tent banner	✓	✓	✓		
Sponsor logo on HHFM website	✓	✓	✓		
Sponsor logo on weekly newsletters	✓	✓	✓	✓	
Social media shout-out on Facebook & Instagram	✓	✓	✓	✓	✓
Market swag (tote bag, bumper stickers, coasters)	✓	✓	✓	✓	✓

[Click here to become a sponsor!](#)