

Sponsorship Proposal

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WaynesvilleFarmersMarket.com



Prepared by
Haywood's Historic Farmers Market
Sponsorship Committee



About Us

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PROMOTING COMMUNITY *and* SUPPORTING HAYWOOD COUNTY.

Haywood's Historic Farmers Market is a producer-only market, featuring vendors from Haywood and surrounding counties. We offer local produce, meats, NC seafood, eggs, honey, dairy, preserves, baked goods, flowers, handmade crafts, and much more.

Our mission is to

- provide local farms with a thriving market to sell their products
- preserve Haywood Co. farms, farmland, and heritage
- connect Haywood Co. residents to local food
- provide educational experiences and opportunities to customers
- improve the health of our Haywood Co. community

We strive to create connections between local makers and growers and customers in our community--not only at the market but also with businesses in the surrounding community!

SPONSORSHIP

BENEFITS

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SEED • \$100

- Market Swag (bumper stickers, coasters)
 - Social Media Shout-out on Facebook and Instagram
 - Sponsor Logo in HHFM Newsletter
-

GROW • \$250

- Market Swag (bumper stickers, coasters)
 - Social Media Shout-out on Facebook and Instagram
 - Sponsor Logo in HHFM Newsletter
 - **Sponsor Logo on the HHFM Website**
 - **Sponsor Logo on the Market Manager Booth Banner**
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SUSTAIN • \$500

- Market Swag (bumper stickers, coasters)
 - Social Media Shout-out on Facebook and Instagram
 - Sponsor Logo in HHFM Newsletter
 - Sponsor Logo on the HHFM Website
 - Sponsor Logo on the Market Manager Booth Banner
 - **Opportunity to Provide Outreach Materials at Market**
 - **Opportunity to Set Up Promotional Tent at Market (x1)**
 - **Sponsor Logo Included on Signs at Market Entrance**
-

HARVEST • \$1000



- Market Swag (bumper stickers, coasters)
- Social Media Shout-out on Facebook and Instagram
- Sponsor Logo in HHFM Newsletter
- Sponsor Logo on the HHFM Website
- Sponsor Logo on the Market Manager Booth Banner
- Opportunity to Provide Outreach Materials at Market
- Opportunity to Set Up Promotional Tent at Market (x2)
- Sponsor Logo Included on Signs at Market Entrance
- **Sponsor Logo on Weekly Music Tent**

WHAT YOUR SPONSORSHIP SUPPORTS

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- Provide **family-friendly, 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.
- Offer our hardworking staff a **living wage**.



REASONS TO SUPPORT

OUR REACH

300 - 1000+ SHOPPERS
each Saturday

2.4k FACEBOOK followers

2.8k INSTAGRAM followers

800+ SUBSCRIBERS
to our 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.



Thank You!

Our goal is to create a successful
and welcoming community
to support our local
small businesses and farmers.



YOUR CONSIDERATION IS
GREATLY APPRECIATED, AND WE LOOK
FORWARD TO PARTNERING
WITH YOU!



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