



## **SPONSORSHIP OPPORTUNITIES for the 2024 Lexington Farmers Market Season at the Depot, 129 S. Railroad Street in Lexington, NC May - October, plus two holiday markets**

Davidson County, NC now provides year-round access to fresh produce, pasture-raised meats and local artisanal products through a network of farmers markets: the Lexington Farmers Market at the Depot and several other pop-up locations, the Thomasville Farmers Market, the Davidson County Winter Farmers Market, and online ordering through Piedmont Fresh.

### **When you sponsor the Farmers Market, you are supporting**

#### **Healthy eating and lifestyles.**

Patrons of farmers markets are looking for fresh, healthy foods grown by farmers they know and trust. They care about what they eat.

#### **Expanding access to healthy food**

Your support allows us to expand the number of market days we offer, so that all Davidson County residents can have access to fresh locally-raised and made products year-round.

#### **Local businesses and new ideas.**

All of our vendors grow, produce, bake or make what they sell and are based in Davidson County or a neighboring county. Customers love knowing they are supporting their neighbors and a diverse local economy. Our markets provide a place for new businesses to present new products.

#### **A diverse customer base.**

We are actively reaching out to a more diverse customer base. In our marketing plan, we define diversity as people of all ages, races/ethnicities, and income levels.

**We seek sponsors who support these community-minded values.**

**In return for your support, we can provide a variety of marketing opportunities onsite at the Farmers Market, in print through the Davidson County Local Food Guide, and online through email, social media, and websites.**

**For more information:**

**LexingtonFarmersMarketNC.com**

**[lexingtonfarmersmarketnc@gmail.com](mailto:lexingtonfarmersmarketnc@gmail.com)**

**Jennifer Rosecrans, LFM President, 336-596-4271**

**Selah Bollinger, Co-Market Manager, 336-223-4640, ext 2**

**Samantha Snyder, Co-Market Manager, 336-223-4640, ext 3**

**Kassandra S. Lockhart, Local Foods Marketing Coordinator, 336-223-4640, ext 4**

# In 2024, we are offering four different sponsorship opportunities for the Lexington Farmers Market at The Depot.

Sponsorships are accepted at any time, however, the earlier you sign on, the more opportunities we have to promote you!

Once your sponsorship payment and your logo and/or ad files are received,

- Signage will be placed in the Depot within two-four weeks.
- Print advertising will be placed in the next available Local Food Guide (ads are typically due no less than six weeks before publication dates and the guide is published three times a year. See page 4 for the schedule).
- Online advertising will be placed within one-two weeks.

## Season Sponsor \$2,500

You gain access to all of our marketing opportunities with this top sponsorship level.

### At the Depot:

- **Market Signage** - A 4' x 4' **double sided banner** with your logo hanging near the center of the Depot.
- **Leave-Behinds** - Season sponsors may **place brochures, business cards or other small giveaway items on the tables at our two entrances all season long.**
- **Booth Space** - Season sponsors may set up and staff a booth at the market to showcase their products and services to market goes on **two Saturdays** during the season.

### In Print:

- **Full-Color Ads in the Local Food Guide** - A **full-page, full-color** advertisement in **two editions** of the Davidson County Local Food Guide, which is distributed throughout the county. Each guide is a “keeper” featuring farmer profiles, recipes and a complete directory of local food locations in Davidson County and the immediate vicinity.

### Online:

- **Email Newsletter** - Your logo with a link placed in every edition of our weekly email newsletter to subscribers.
- **Social Media** - Acknowledgement at least quarterly on the Lexington Farmers Market's Facebook and Instagram accounts, with a tag to your accounts where available.
- **Websites** - Logo placement with a link on the Lexington Farmers Market website homepage and sponsor page and on the Davidson County Local Food Network website where the Local Food Guide is housed.

\***Sponsor recognition on billboards** around Lexington is also available for sponsorships of \$5,000 and up. Please contact Jennifer Rosecrans, Lexington Farmers Market board president, at 336-595-4271 or [lexingtonfarmersmarketnc@gmail.com](mailto:lexingtonfarmersmarketnc@gmail.com) to discuss these opportunities.

## SNAP EBT Sponsor \$1,500

This sponsorship level specifically supports and reaches customers who receive SNAP EBT benefits by doubling those benefits at the Farmers Market.

For example, if a customer swipes their SNAP EBT card for \$10, they receive \$20 in tokens to spend at the market on food items. Your sponsorship makes access to fresh, local foods possible by making these products more affordable.

### At the Depot:

- **Market Signage** - Your logo on an 8 ½ x 11 sign at the Market Manager table where customers swipe their SNAP EBT cards for tokens, thanking you for making the “Double Your Dollars” program possible.
- **Leave-Behinds** - You may also **place brochures, business cards or other small giveaway items on the market manager’s table** where customers swipe their SNAP EBT cards for tokens for the full season.
- **Booth Space** - SNAP EBT sponsors may set up and staff a booth at the market to showcase their products and services to market goers **one Saturday** during the season.

### In Print:

- **Full-Color Ad in the Local Food Guide** - A **full-page, full-color** advertisement in **one edition** of the Davidson County Local Food Guide, which is distributed throughout the county. Each guide is a “keeper” featuring farmer profiles, recipes and a complete directory of local food locations in Davidson County and the immediate vicinity.

### Online:

- **Email Newsletter** - Your logo with a link placed in every edition of our weekly email newsletter to subscribers.
- **Social Media** - Acknowledgement at least quarterly on the Lexington Farmers Market’s Facebook and Instagram accounts, with a tag to your accounts where available.
- **Websites** - Logo placement with a link on the Lexington Farmers Market website homepage and sponsor page and on the Davidson County Local Food Network website where the Local Food Guide is housed.

# Market Supporter \$500

Show your support for local foods and receive a well-rounded package of marketing opportunities.

## At the Depot:

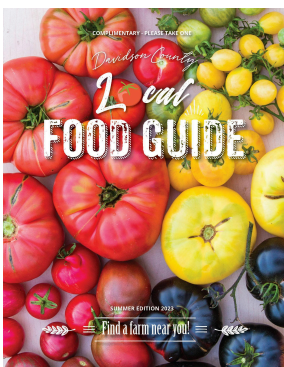
- **Market Signage** - A 2.5' x 4' **double sided banner** with your logo hanging near the center of the Depot.
- **Booth Space** - Season sponsors may set up and staff a booth at the market to showcase their products and services to market goers **one Saturday** during the season.

## In Print:

- **Full-Color Ads in the Local Food Guide** - A **half-page**, full-color advertisement in **two editions** of the Davidson County Local Food Guide, which is distributed throughout the county. Each guide is a “keeper” featuring farmer profiles, recipes and a complete directory of local food locations in Davidson County and the immediate vicinity.

## Online:

- **Social Media** - Acknowledgement at least quarterly on the Lexington Farmers Market's Facebook and Instagram accounts, with a tag to your accounts where available.
- **Websites** - Logo placement with a link on the Lexington Farmers Market website homepage and sponsor page and on the Davidson County Local Food Network website where the Local Food Guide is housed.



## Davidson County Local Food Guide Publishing Schedule

Edition	Ads Due	Publishing Date
Spring 2024	February 19	March
Summer 2024	June 1	July
Fall/Winter 2024-25	August 1	September

# Weekly Event Sponsor \$250

Showcase your support during specific cooking demos and food celebrations.

## At the Depot:

- **Demo Space Signage and Announcements** - You will be recognized as the event sponsor on the white board in the demo space and during announcements over the PA system.
- **Booth Space** - You may set up a table or booth on the same day as the event or alternatively provide leave-behinds like brochures or other give-aways for us to share for you.

## Online:

- **Facebook Event** - Your logo will be included on the Facebook Event graphic. We put significant advertising dollars behind boosting these events, putting your sponsorship in front of thousands.
- **Facebook Live** - You will be acknowledged as the Event Sponsor during our live videos during the event.
- **Email Newsletters** - You will be acknowledged as the Event Sponsor in the email newsletters advertising the event.

## Tentative Event Schedule at The Depot

### One Sponsor Per Day; First-Come, First Serve

May 4	Opening Day, Strawberry Celebration
May 11	Mother's Day focus - Artisan Crafts Day
May 18	Young Farmers Day
May 25	Lettuce Day
June 1	"Jam Session" - jams & jellies
June 8	Herb Day
June 15	Grill Master - meat & veggies
June 22	Taste of Summer Solstice
June 29	Blueberry Day
July 6	National Fried Chicken Day
July 13	Tomato Madness
July 20	Squeeze a Veggie Day - juicing
July 27	Celebrate Corn Day - chef demo
August 3	Pepper Palooza - chef demo

August 10 National Farmers Market Week  
August 17 Honey Bee Day - honey tasting, myth busting  
August 24 Pies & Ice Cream  
August 31 Summer Sizzle - grilling  
Sept 7 Beers & Brats  
Sept 14 Welcoming Fall  
Sept 21 Pesto Challenge - To Basil & Beyond  
Sept 28 Mellow My Mushroom - pizza making  
Oct 5 Apple of My Eye  
Oct 12 Closing Day - Master Gardeners Plant Sale

## SUMMARY OF BENEFITS AT A GLANCE

	Season Sponsor	SNAP/EBT (Double Bucks) Sponsor	Market Supporter	Weekly Event Sponsor
<b>LEVELS</b>	<b>\$2500</b>	<b>\$1500</b>	<b>\$500</b>	<b>\$250</b>
<b>AT THE DEPOT</b>				
Market Signage	4 x 4 Hanging Banner	Signage at SNAP/EBT table	2.5 x 4 Hanging Banner	In Demo Area on Event Date
Leave-Behinds	At both entrances	At SNAP/EBT table	N/A	On Event Date
Booth Space	2 Saturdays	1 Saturday	1 Saturday	On Event Date
<b>IN PRINT</b>				
Local Food Guide	Full page ad (2 editions)	Full page ad (1 edition)	½ page ad (2 editions)	N/A
<b>ONLINE</b>				
Email Newsletter	Logo and link in every weekly email newsletter	Logo and link in every weekly email newsletter	N/A	Mention in newsletters that showcase this event
Facebook and Instagram	Acknowledgement with tagging at least quarterly	Acknowledgement with tagging at least quarterly	Acknowledgement with tagging at least quarterly	Mention in posts that showcase this event
Websites	Logo and link on Lexington Farmers Market and Davidson County Local Foods websites	Logo and link on Lexington Farmers Market and Davidson County Local Foods websites	Logo and link on Lexington Farmers Market and Davidson County Local Foods websites	Mention in event-related content



## Lexington Farmers Market Sponsor Agreement

Please return this agreement to your farmers market representative or you may scan/photograph it and email it to [ksl@daavidsoncountyfood.com](mailto:ksl@daavidsoncountyfood.com).

**Farmers Market Rep (if applicable):** \_\_\_\_\_

**SPONSOR NAME as You Want It Listed:** \_\_\_\_\_

Contact Name:

Mailing Address:

City/State/Zip:

Tel:

Email:

### Your Chosen Market Sponsorship Level - Check One:

- Season Sponsor \$2500
- SNAP/EBT Sponsor \$1500
- Market Supporter \$500
- Weekly Event Sponsor \$250

### Your Payment:

- Check attached made payable to *Lexington Farmers Market*.
- Please email invoice to: \_\_\_\_\_



**Your High-Resolution Logo File - check one:**

- Logo has been emailed to [ksl@davidsoncountyfood.com](mailto:ksl@davidsoncountyfood.com).
- Please email request for logo to: \_\_\_\_\_

**Website URL to Link to:** \_\_\_\_\_

**Facebook and/or Instagram accounts to tag:** \_\_\_\_\_

**Your Camera Ready Ad (not applicable to Event Sponsors) - check one:**

- Camera ready printed ad is attached.
- Camera ready ad file has been emailed to [ksl@davidsoncountyfood.com](mailto:ksl@davidsoncountyfood.com)
- Please email request for ad file to: \_\_\_\_\_

This agreement becomes a binding document upon payment in full and signature of both the sponsor and Lexington Farmers Market representative or vendor. This agreement guarantees fulfillment of the items listed on the Sponsorship Opportunities document. Sponsor is responsible for providing the highest quality logos and digital assets possible. Sponsor is also responsible for replenishing any print collateral to be shared with customers.

\_\_\_\_\_  
Signature of Sponsor Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Farmers Market Rep/Vendor

\_\_\_\_\_  
Date

**For Lexington Farmers Market Internal Use:**

- Sponsorship received by Marketing Team on:
- Logo received on:
- Ad received on:
- Food Guide Ad to appear in \_\_\_ Spring 24 \_\_\_ Summer 24 \_\_\_ Fall/Winter 24-25
- Added to website on: \_\_\_\_\_ Added to email on: \_\_\_\_\_
- First added to social media on: \_\_\_\_\_

Vendor credited:

Points Recorded on: