

We invite you to become a 2020 Season Sponsor of the Lexington Farmers Market at the Depot.



Sponsoring the Lexington Farmers Market at the Depot aligns your company or organization with . . .

Healthy eating and lifestyles. Patrons of the Lexington Farmers Market are looking for fresh, healthy foods grown by farmers they know and trust. They care about what they eat.

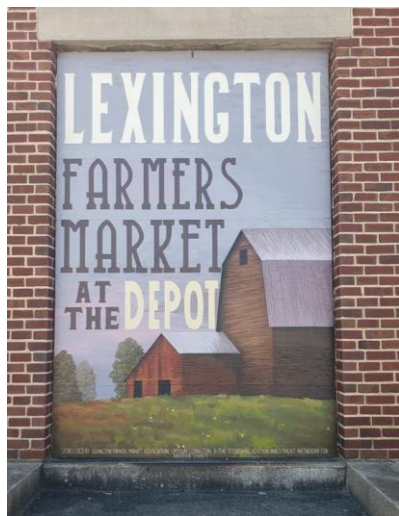
Supporting local businesses. All of our vendors grow, produce, bake or make what they sell and are based in Davidson County or a surrounding county. Customers love knowing they are supporting their neighbors and a diverse local economy.

The revitalization of the Depot District.

The Farmers Market is the anchor tenant in the historic train depot that the district is named for. When you support the Farmers Market, you become a part of the exciting rebirth of this area of Lexington.

A diverse customer base. Every Saturday from May through October, 500-800 people visit the Farmers Market at the Depot. We see families with small children through senior citizens from across Davidson and surrounding counties. It's not unusual for customers to drive to the Depot from 25 miles away. Many customers return each week, creating a fun, friendly, family atmosphere.

We seek sponsors who support these community-minded values.



**2020 Season Sponsorship Opportunities
Deadline: April 3, 2020**

Sponsorship Benefits

Sponsoring the Lexington Farmers Market at the Depot provides a variety of benefits to your company and brand.

Depending on your sponsorship level, you can take advantage of the following benefits.

Full-Season Brand Visibility

- Name/Logo on the Center Banner, double-sided, hanging in the middle of the Depot from May to October and during special markets in November and December
- Name/Logo on standup banners at both ends of the Depot
- Name/Logo on the Farmers Market website with a link to your website (through December 31)
- Opportunity to leave brochures, flyers or business cards on Market Sponsors Displays at both ends of the Depot
- Advertising in the Farmers Market Directory, a popular free take-home guide for Market visitors

Your Company and Staff Can Be On Site at the Depot

Normally, only farmers, food producers, and crafters can exhibit at the Farmers Market at the Depot. However, sponsorship gives you special privileges.

- Opportunity for informational booth spaces (August, September and October dates; no more than 4 staff people at a time)
- Participation in Opening Day Ribbon Cutting and/or 10th Anniversary in the Depot Celebration
- Opportunity to judge recipe contests

Verbal Recognition at Events

- Weekly Event Sponsors will be recognized repeatedly over the PA system at their event.

Inclusion in Social Media Advertising

The Farmers Market hosts special events at the Depot most weeks of the season, including recipe contests, eating competitions, cooking and gardening demonstrations, and more.

We invest in Facebook/Instagram advertising for every event. Our event advertising "reach" on Facebook is typically between 2,000 and 10,000 people. Weekly Event Sponsor benefits include:

- Name/Logo on the Facebook Event graphic and in the description
- One additional Facebook and/or Instagram sponsor shout-out the week leading up to the event
- Verbal recognition over the PA during event

Our 2019 Facebook Event Marketing Results

We create Facebook Events for each weekly event at the Depot and then invest in advertising, targeting likely Farmers Market attendees within a 25-mile radius.

In 2019:

- 112,800 people saw our events on Facebook
- 7,400 people responded "Interested" or "Going" to our events

Sponsorship Levels

\$2500* Presenting Sponsor (1 Available)

“Lexington Farmers Market 2020 Season Presented by . . . ”

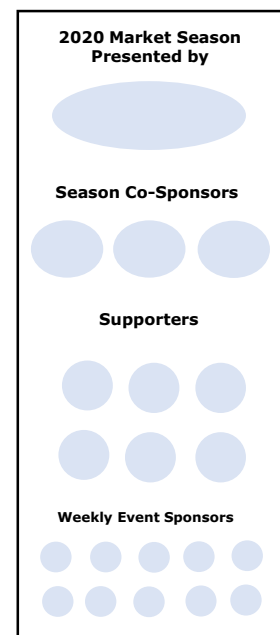
- Participation in Opening Day Ribbon Cutting and/or 10th Anniversary in the Depot Celebration
- Name/Logo on Center Banner, double-sided, hanging in the middle of the market (full season)
- Name/Logo on standup banners at both ends of the Depot (full season)
- Name/Logo on Farmers Market website with a link to your website (through December 31)
- Includes five Weekly Event Sponsorships (see description for details)
- Full-page ad on Page 1 of the Market Directory
- Opportunity for informational booth space for three weeks (August, September and October dates; no more than 4 staff people at a time)
- Opportunity to leave brochures, flyers or business cards on Market Sponsors Display at both ends of the Depot (full season, you must restock)
- Window decal for storefront or office window identifying you as a 2020 Sponsor
- Opportunity to judge recipe contests
- First right of refusal for the following year, to be decided by January 1

Banner Mockup Hanging Over Center Event Space



Approx. 6' x 4'

Standup Banner Mockup One at Each End of the Depot



Approx. 3' x 7'

\$1,000* Season Co-Sponsors (3 Available)

- Name/Logo on Center Banner, double-sided, hanging in the middle of the market (full season)
- Name/Logo on standup banners at both ends of the Depot (full season)
- Name/Logo on Farmers Market website with a link to your website (through December 31)
- Includes two Weekly Event Sponsorships (see below)
- One full-page ad in the directory
- Opportunity for informational booth space for two weeks (August, September and October dates; no more than 4 staff people at a time)
- Opportunity to leave brochures, flyers or business cards on Market Sponsors Display at both ends of the Depot (full season, you must restock)
- Window decal for storefront or office window identifying you as a 2020 Sponsor
- Opportunity to judge recipe contests
- First right of refusal for the following year, to be decided by January 1

***Add \$500 for Category Exclusivity** at the Presenting and Co-Sponsor Levels. First-come, first-served. You must identify your category (e.g. banking, insurance, real estate, fitness, etc.) and local direct competitors. Category exclusivity does not apply to the Season Supporters, Weekly Event Sponsors or Directory Advertiser levels.

Sponsorship Levels

\$500 Season Supporters (6 Available)

- Name/Logo on standup banners at both ends of the Depot (full season)
- Name/Logo on Farmers Market website with a link to your website (through December 31)
- Opportunity for informational booth space for one week (August, September and October dates; no more than 4 staff people at a time)
- Includes one Weekly Event Sponsorship (see below)
- Opportunity to leave brochures, flyers or business cards on Market Sponsors Display at both ends of the Depot (full season, you must restock)
- Window decal for storefront or office window identifying you as a 2020 Sponsor
- One half-page directory ad

\$250 Weekly Event Sponsor (10 available)

The Market hosts special events at the Depot most weeks of the season, including recipe contests, eating competitions, cooking and gardening demonstrations, and more. We invest in Facebook/Instagram advertising for every event. Our event advertising “reach” on Facebook is typically between 2,000 and 10,000 people.

- Name/Logo included in Facebook Event graphic and description
- One additional Facebook and/or Instagram shout-out the week before event
- Verbal recognition over PA during event
- Name/Logo on standup banners at both ends of the Depot for the full season
- Name/Logo on Farmers Market website with a link to your website (through December 31)
- Window decal for storefront or office window identifying you as a 2020 Sponsor
- One 1/4 page directory ad

We will consult with you about your top choices from our schedule and select a mutually agreeable week for your sponsorship. *Presenting, Co-Sponsors, and Supporters get first selections.*

- | | |
|------------------------------------|---------------------------|
| • Herb Day | • Harvest Baking Festival |
| • Blueberry Day | • Harvest Market |
| • Honey Day | • Holiday Market |
| • Tomato Madness | • Cooking, |
| • Melon Mania | • Gardening, and |
| • Egg Day | • Artisan Demos |
| • Cake Walk and Pie Eating Contest | |

Special Offer for Local Chefs

In exchange for doing a cooking demo at the Market, we will provide a comped Weekly Event Sponsorship for your restaurant. You will also receive \$25 to shop for ingredients at the Market for your cooking demo. We are investing in a new portable cooking demo area, including an induction cooktop and an instant pot for your use.

\$25 - \$125 Directory Advertisers

Place your ad in our Farmers Market Directory, a popular free take-home guide for Market visitors. Ads are available in 1/8 page (business card size), 1/4 page, 1/2 page, and full page sizes. *A free ad is included with all sponsorship levels above or ads can be purchased separately.*

Summary of Benefits by Level

	Presenting Sponsor	Co-Sponsor	Supporter	Weekly Event Sponsor	Directory Advertiser Only
Availability	1	3	6	10	Unlimited
Sponsorship	\$2,500	\$1,000	\$500	\$250	\$25 - \$125
Ribbon Cutting Opening Day and/or 10 th Depot Anniversary	*				
Name/Logo on Center Banner	*	*			
Name/Logo on 2 Standup Banners	*	*	*	*	
Informational Booths	3 weeks	2 weeks	1 week		
Weekly Event Sponsorships	5 events	2 events	1 event	1 event	
Directory Ad	Full Page Front of Directory	Full Page	Half-Page	1/4 Page	1/8, 1/4, 1/2 or full page
Right of First Refusal for Next Year	*	*			
Category Exclusivity Available	*	*			
Judge Recipe Contests	*	*			
Leave Brochures on Sponsor Table	*	*	*	*	
Window Cling for Storefront or Office	*	*	*	*	
Name/Logo on Website with Link	*	*	*	*	

Frequently Asked Questions

Who can I talk to if I have questions or am ready to sponsor?

You may speak to any Lexington Farmers Market board member or board president Kivi Leroux Miller at 336-870-0251 or lexingtonfarmersmarketnc@gmail.com.

What will sponsorship money be used for?

The Lexington Farmers Market is a 501(c)(6) nonprofit, so all funds go back into supporting the market. Our priorities include improvements to both the customer and vendor experience at the Depot, such as installing a sound system and a cooking demo area. We also hope to expand our advertising.

What if I don't want all the benefits at my sponsorship level?

We are happy to work with you on a sponsorship package that makes the most sense for your business. All sponsorship agreements are subject to review and approval by the Lexington Farmers Market board of directors.

What forms of payment do you accept? Can you send me an invoice?

We accept cash, checks and credit cards via PayPal. Yes, we can invoice, but payment must be received no later than April 3.

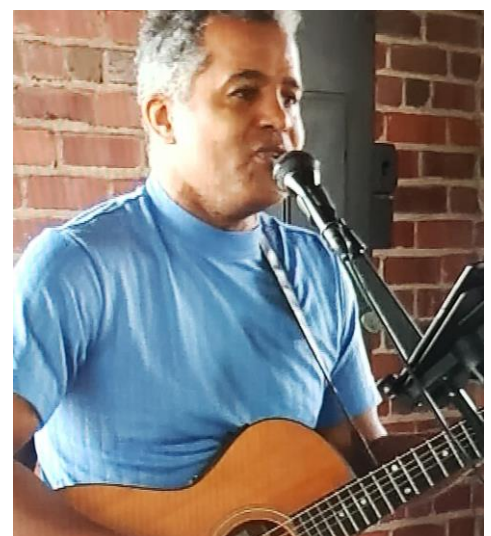
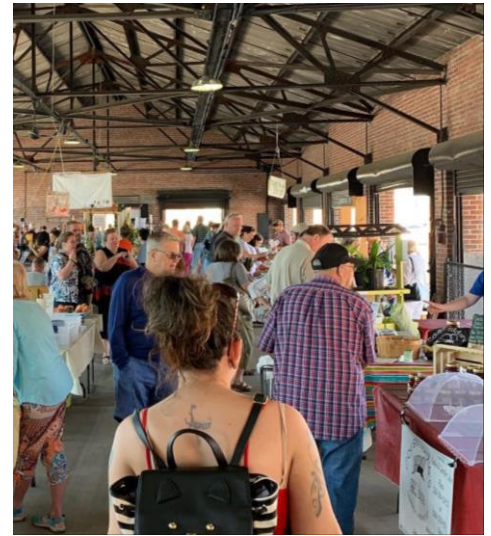
Learn More about the Farmers Market at
LexingtonFarmersMarketNC.com



fb.com/lexingtonfarmersmarketnc



@lexingtonfarmersmarketnc



Sponsor & Advertiser Agreement

The Lexington Farmers Market will work with the contact you list here to obtain your logo and/or ad and to determine dates for weekly event sponsorships and information booths, if included in your sponsorship level.

Return to your Farmers Market representative, complete this form online at www.lexingtonfarmersmarketnc.com/sponsor or mail to:
Kivi Leroux Miller, 319 Becks Church Road, Lexington, NC 27292

Company Name:

Contact Person Name and Title:

Street or Mailing Address:

City, State, Zip

Contact's Phone Number:

Contact's Email:

Signature and Date:

Payment Information

Amount Due: _____

- Check or Cash enclosed with this Agreement. Make checks payable to *Lexington Farmers Market*.
- Send invoice via PayPal to contact email for credit card

Market Rep:

Select Your Sponsorship Level:

- Presenting Sponsor (\$2500)
- Season Co-Sponsor (\$1000)
- Optional Category Exclusivity (add \$500)
Applies only to Presenting or Co-Sponsor Levels
- Supporter (\$500)
- Weekly Event Sponsor (\$250)
- Directory Advertiser
 - 1/8 page - (\$25) 2 3/8 x 1 7/8 (horizontal or vertical)
 - 1/4 page - (\$40)
5"(w) x 2 3/8"(h) or 2 3/8"(w) x 4 1/8"(h)
 - 1/2 page - (\$75)
5"(w) x 3 3/4"(h) or 2 3/8 (w) x 7 3/4 (h)
 - Full Page - (\$125) 5"(w) x 7.75"(h)

Your Directory Advertisement:

Please attach your clean "camera-ready" advertisement with a paperclip, not a staple. You can also email your ad to lmefford@triad.rr.com.

If you'd like us to create an ad for you, please provide copy for your advertisement in this space:



SPONSOR/ADVERTISER RECEIPT

To:
For:

Market Rep:
Amount:

Date: