



## Big Lake Farmers Market 2022 Sponsorship Opportunity

The Big Lake Farmers Market's mission is to bring the community together to support local farmers, crafters, and musicians. In order to carry out this mission, the market offers a variety of exciting programs that rely on sponsorships including the Power of Produce and Frequent Shopper programs, kids' activities, Music at the Market, Senior Day coupons, and our card reader.

The Power of Produce incentive program provides kids ages 3 to 12 with \$2 tokens that can be spent on fresh fruits and vegetables at the market. In 2021 over 445 unique children participated and we reimbursed local farmers over \$2,700 in sales of their Minnesota grown produce. Due to the increased participation, your support is needed more than ever to keep this program going.

Each week, Music at the Market features live musicians. The Big Lake Farmers Market is proud to offer monetary compensation for each musician's time and dedication to their passion. The market also invested in a card reader so that customers can use their debit-credit and SNAP-EBT cards to purchase goods from vendors who cannot afford this technology.

All of these programs and more are funded through grants and sponsorships. We encourage you to support the market through sponsorship and in exchange you will receive a variety of marketing opportunities. Below are the different sponsorship packages and what they offer:

### \_\_\_ **Platinum Market Sponsor:** \$2,000+

- Premier logo featured on signage at information booth at market
- Premier logo feature and link on City website, and in weekly e-newsletter
- Logo listed on all print marketing materials
- Write-up in e-newsletter and an individual post on Facebook tagging your organization
- Weekly verbal recognition by market musicians

### \_\_\_ **Gold Market Sponsor:** \$1,000+

- Premier logo featured on signage at information booth at market
- Premier logo feature and link on City website, and in weekly newsletter
- Logo listed on all print marketing materials
- Weekly verbal recognition by market musicians

### \_\_\_ **Silver Market Sponsor:** \$500+

- Logo featured on signage at information booth at market
- Small logo feature and link on City website, and in weekly newsletter
- Weekly verbal recognition by market musicians

### \_\_\_ **Bronze Market Sponsor:** \$250+

- Small logo featured on signage at information booth at market
- Small logo feature on City website, and in weekly newsletter

We are really excited to bring these programs back to the community in 2022, and contributions of any size are appreciated. Please let me know if you have any questions about the farmers market.

Thank you,

Corrie Scott – Recreation and Communication Coordinator

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