



MAPLE GROVE FARMERS MARKET

2017 Season Sponsorship Menu

The Maple Grove Farmers market is *the place* to connect directly with area farmers and food entrepreneurs.

Entering its 14th season, the market is a much-anticipated taste of summer in Minnesota, drawing 35,000-40,000 shoppers over its 20-week season. Reach out to our vibrant market community by becoming a farmers market sponsor!

Grow Local (Premier) Sponsor \$4,000

- ✓ Host a booth at Market up to once per month (five times total) during the Market season. Share a special activity or promotion, if desired. (Activity/item must complement the market's mission and be approved by Market management.)
- ✓ Ability to co-host a neighborhood market in your own neck of the woods (see details below.)
- ✓ Prominently named in promotional materials and media outreach.
- ✓ Name and logo displayed prominently at Market Information booth at every Market.
- ✓ Recognition on market website, e-newsletter, social media, and press releases.

Power of Produce (PoP) \$3,000

- ✓ Underwrite popular Power of Produce program, which has a three-year track record of empowering children to choose their own fresh fruits and vegetables at Market. In 2016, the market gave veggie tokens to 3,670 PoP Club participants ages 4-12.
- ✓ Ability to host POP booth twice during program to share a special activity or age-appropriate promotional item with participants. (Activity/item must complement the market's mission and be approved by Market management.)
- ✓ Business name and logo on PoP Club reusable shopping bags.
- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Name displayed prominently at POP booth and at Market Information booth during throughout the market season.

Senior September \$2,000

- ✓ Host a booth at Market twice during this month-long celebration honoring our senior market shoppers. Share a special activity or promotional item (Activity/item must complement the market's mission and be approved by Market management.)
- ✓ Named in program activities such as prize drawings and demonstrations.
- ✓ Named in promotional materials and media outreach.
- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Name displayed prominently at Market Information booth at every Market.

(over)

Neighborhood Market Sponsor \$2,000

- ✓ Co-host the Maple Grove Farmers Market's first-ever satellite market season, *in your neighborhood!*
- ✓ Introduce your customers, residents, and employees to the fresh food and upbeat atmosphere of the market when we bring a 12-15 vendor market to your neighborhood. (Event must be open to the general public.)
- ✓ Host a table or booth at the event.
- ✓ Recognized as a co-host in all promotional materials, market publicity, public relations, and social media.
- ✓ This sponsorship level can be combined with the Grow Local (Premier) sponsorship level to provide your business with exposure at the neighborhood level and at the larger Thursday market.

FarmFan Sponsor \$1,500

- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Dedicated press release and media relations campaign to promote the sponsorship/partnership in mid-June.
- ✓ MGFM will supply posters and literature for placement in your business, if desired.
- ✓ Name displayed prominently at Market Information booth every market.

Loyalty Program \$1,500

- ✓ Your business name featured prominently at Frequent Shopper check-in station. In 2016, loyal customers checked in at this station 3,894 times.
- ✓ Provide business-related literature/coupon at Farmers Market Info Booth with each frequent shopper card enrollment.
- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Name displayed prominently at Market Information booth at every Market.

Rock the Market \$1,000

- ✓ Prominent signage at Music tent.
- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Name displayed prominently at Market Information booth at every Market.

Seedlings \$500

This important sponsorship level supports the general operation and promotion of the market.

- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Name displayed prominently at Market Information booth at every Market.



Contact Market Manager Kirsten Bansen Weigle to discuss sponsorship opportunities. Thank you!

Phone: (763) 494-5824 Email: kbansenweigle@maplegrovern.gov

*Learn more about the market at
www.maplegrovefarmersmarket.com*