



MAPLE GROVE FARMERS MARKET

2018 Season Sponsorship Menu

The Maple Grove Farmers Market draws an upbeat and community-oriented crowd to the Community Center each Thursday afternoon from June-October. Entering its 15th season, the market is a much-anticipated taste of summer in Minnesota and features over 50 local growers, ranchers, and foodmakers. Reach out to our vibrant market community by becoming a farmers market sponsor!

Grow Local (Presenting) Sponsor \$4,000

- ✓ Host a booth at market up to once per month (five times total) during the season. Share a special activity or promotion, if desired. (Activity/item must complement the market's mission and be approved by market management.)
- ✓ Prominently named in promotional materials and media outreach.
- ✓ Top billing for your name and logo at every market.
- ✓ Recognition on market website, e-newsletter, social media, and press releases.

Power of Produce (PoP) \$3,200

- ✓ Underwrite popular Power of Produce program, which has a four-year track record of empowering children to choose their own fresh fruits and vegetables at market. In 2017, the market gave veggie tokens to 4,750 PoP Club participants ages 4-12.
- ✓ Ability to host POP booth twice per season 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 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 weekly.

(over)

Loyalty Program \$1,500

- ✓ Host a booth on one market date. Share a special activity or promotional item with marketgoers. (Activity/item must complement the market's mission and be approved by market management.)
- ✓ Your business name featured prominently at Frequent Shopper check-in station. In 2017, loyal customers checked in at this station more than 5,000 times.
- ✓ Provide business-related literature/coupon at Market Information booth with each frequent shopper card enrollment (optional).
- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Name displayed prominently at Market Information booth weekly.

Neighborhood Market Sponsor \$1,250 and up

- ✓ Bring a sampling of the market to your workplace or event. Share the health and happiness of the market with your own audience.
- ✓ We will bring a 5-7 vendor market to your location. Add-ons including Power of Produce Club, live music, and farmers market incentives may be negotiated.
- ✓ Host a table or booth at the event.
- ✓ Recognized as a co-host in all promotional materials, market publicity, public relations, and social media.
- ✓ *The fine print:* Event is contingent upon site plan review through the City of Maple Grove's Special Events Committee process and sufficient vendor participation. Mini-market must be open to the general public. Neighborhood market sponsors must actively promote the event.

Rock the Market \$1,000

- ✓ Named in prominent signage at music tent.
- ✓ Named in weekly promotion of the farmers market calendar.
- ✓ Recognition on market website, e-newsletter, social media, and press releases.
- ✓ Name displayed prominently at Market Information booth weekly.

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 weekly.



A basket of goodies from the Maple Grove Farmers Market:

- 40+ local vendors featured weekly
- 35,000 adult shoppers attended the market in 2017
- 4,000 subscribers receive weekly e-newsletter updates
- 5,200 Facebook followers
- 800 FarmFans receive weekly text message reminders
- 730 Twitter followers
- Proactive media strategy results in coverage by local and regional TV, print, and online news outlets.

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

Phone: 763.494.5824 email: kbansenweigle@maplegrovern.gov

Web: www.maplegrovefarmersmarket.com