



Dear Potential Sponsor/Donor,

Thank you for your consideration in supporting the 2019 market season.

The 2018 season saw attendance overall with an estimated 34,303 shoppers; an average of 1429 shoppers per market! The New Baltimore Farmers Market (NBFM) Annual Strategic Planning Session for our 12th Season in 2019 has been held and the NBFM looks forward to opportunities to connect with sponsors and donors who believe sponsorship is great way to not only support the market, but also for their business or organization to gain some great exposure.

Enclosed (following) you will find the 2019 Sponsor packet. Please note the deadline requirements applying to the levels of sponsorship. While deadlines apply to aspects of the specified levels of sponsorship; we are happy to accept inquiries about all forms of sponsorship/donations at any point during 2019 Season.

The New Baltimore Farmers Market (NBFM) is a public charity with tax-exempt status under Section 501(c)(3) of the United States Internal Revenue Code. Donations to the NBFM are tax-deductible retroactive to the founding of the organization on May 23, 2012. We hope you will again consider our nonprofit community organization to be worthy of consideration for a sponsorship or donation. Please review the enclosed information, and contact me if you have additional questions.

Thank you for your consideration,

Debra

Debra Williams, MIFMA-Certified Market Manager
marketmanager@newbaltimorefarmersmarket.com
(586) 215-7484

The New Baltimore Farmers Market Tax Identification Number (EIN) is 37-1655767.

The IRS letter granting the NBFM its 501(c)(3) tax-exempt status is available upon request.

Donation inquiries can be sent to: marketmanager@newbaltimorefarmersmarket.com

2019 New Baltimore Farmers Market Sponsorship / Donation Form



- Premium Sponsor - \$500
- Special Event Sponsor - \$300 EVENT (date) REQUESTED: _____ 1st Choice
(see events/dates below) _____ 2nd Choice
- Market Bag Sponsor (limited availability)
- DONATION ONLY (see below) AMOUNT: \$ _____

SPONSORSHIPS WELCOME FROM INDIVIDUALS AND BUSINESSES!
Please make checks payable to *New Baltimore Farmers Market*

Contact Name: _____

Contact Phone: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

WEBSITE ADDRESS (FOR LINKS): _____

NOTE: Please provide any info, logos, logo trademark approval letters, artwork for banners / signs / bags to us ASAP

THE NEW BALTIMORE FARMERS MARKET IS A 501c3 PUBLIC CHARITY. YOUR DONATIONS ARE DEDCUTIBLE UNDER IRS CODE SECTION 170. CHECK "DONATION ONLY" ABOVE IF YOU PREFER TO DONATE IN LIEU OF A SPONSORSHIP

RETURN THIS ORIGINAL DOCUMENT TO

**New Baltimore Farmers Market
Attn: SPONSORSHIP COMMITTEE**

P.O. Box 116

New Baltimore, MI 48047

Please keep a copy of this document for your records.

Questions? Contact Debra Williams, Market Manager (586) 215-7484

marketmanager@newbaltimorefarmersmarket.com

***** OFFICE USE ONLY: *****

Date Received: _____ **Acknowledged/Letter sent:** _____

OFFICE NOTES:

The 2019 Market will begin on Sunday, May 5 and run through Sunday, October 20 from 9:00 am until 2:00 pm. There are 24 markets scheduled in the 2019 NBFM calendar with 9 Special Events (see dates, titles, summary below). Please consider the level that works for you!

- **Premium Sponsor (\$500):** ALL SEASON LONG, your company/you will be recognized on our website, mentioned as a Premier Sponsor in print materials and media outlets, & have your logo on NBFM site banners at the market. You may choose a Special Event Day to sponsor & we will also provide space if you choose to join us for a maximum of one market per month (other than the month your special event day is in) on a non-special event day to showcase your business (contact MM for specific dates available). Any/all sales from sponsor spaces prohibited. You will have your logo placed on market bags that will be given away FREE to market shoppers this season. *Deadline 3-1-19 for inclusion on market bags & 4-1-19 for inclusion on site banners. Any received after 4-1-19 will receive thank you, promoted on website & social media, & be included on market flyers & promotional materials.
- **Special Event Sponsor (\$300):** Your Company/you will be mentioned as a sponsor (see dates available below) in print materials and media recognition during the weeks leading up to market date. Your company/you will have signage (provided by the market) at the Music Tent, NBFM Info Tent, Front & Back Entrances to the market on your market day, be recognized on our website, social media outlets for the week leading up to the market date, & if you choose to join us; have space provided at the market to share your business with the community on your sponsored day. Any/all sales from sponsor spaces prohibited. Please note: this level does not include your name/logo on market bags or market banner. If you choose this level, you may also choose to add on market bag sponsorship (below). *Deadline May 1, 2019. Inquiries for availability after deadline are encouraged.
- **Market Bag Sponsor (\$100):** Your company name/logo will be placed on market bags that will be given away FREE to market shoppers this season. LIMITED number of spaces available each season. *Deadline March 1, 2019 for inclusion on market bags.

2019 Special Event Sponsorship Dates Available: (\$500 & \$300 level):

May 5 - Opening Day

*A big day for the market – everyone can't wait to get the season started again!
NBFM signature market bags given out to the first 500 customers!*

May 26 – Spring into Summer! Day

Flower & Plant Market with the Kick-Off of the Dahlia Challenge! Family Planting Activity, Live Music, & More!

June 16 - Street Fair Market

Join us for an old-fashioned street fair on Washington Street! Clown, Balloons, Face Painting, Live Music & Food!

July 21 – NBFM Birthday Celebration

Party with us as the market turns 11 years old! Cupcakes, Face Painting, Balloons, Clown & Live Music!

~~August 11 – Summer Fun Day at the Market~~ *Already Sponsored*

Summer Fun Activities, Live Music, Face Painting & More!

September 1 - Art on the Bay Day

The 9th Annual Art of the Bay Fine Arts Show takes place just steps from the market!

~~September 8 – Grandparents & Senior Citizens Day at the Market~~ *Already Sponsored*

Special “Senior Services” & Related Vendors, Informational Booths, Activities, & Live Music

~~September 22 – Kids & Family Day at the Market~~ *Already Sponsored*

Special kids/family Related Vendors, Informational Booths, Clown, Balloons, Face Painting, Live Music

October 20 - Harvest Festival Boo Bash

Costume Contest (All Ages), Professional Pumpkin Carving Demonstrations, Fall Fun Activities, Live Music

NOTES: