



New Baltimore Farmers Market
P.O. Box 116
New Baltimore, MI 48047
www.newbaltimorefarmesmarket.com

Debra Williams, MIFMA-Certified Market Manager 586-215-7484

Hello Future NBFM Partner,

The New Baltimore Farmers Market (NBFM) is busy preparing for the upcoming market season. Our non-profit looks forward to partnering with you this year for another fun-filled, rewarding, and successful market season! Please review the attached information and let us know if you have any questions. To say that the year 2021 was like no other seems like such a cliché; however, for the New Baltimore Farmers Market...it is indeed absolutely true!

Building upon the unprecedented growth that was experienced in 2020, the NBFM set their record market day customer attendance with over 7000 people attending on our Opening Day Celebration. In 2019 the market hosted over 46,800 guests in total with an average of 1852 customers per week ~ ~ an increase of over 12,000 customers from 2018 and continues to break these records every season since! Our 14th Season in 2021 saw an average of 2475 customers per market day. As the 2021 season continued, we wound up with 150 spaces filled for many market dates. This far exceeded the participation record of the recent past, which was 125 spaces filled. We are excited to Kick Off our 15th Season in 2022 with growth continuing per the trends of past years and riding on the momentum from last season.

This market season is predicted to be the largest to date with more unique and diversified participants than ever before and the much-anticipated return of the FULL - NBFM's Annual Special Events with the traditional activities as well as newly added features. The New Baltimore Farmers Market is a non-profit organization with a Board of Directors that is 100% volunteer. Our special event budget offers our market the opportunity to present basic special events; however, with the addition of partnerships our special events can be filled with more family activities and fun for everyone. Our market employs a year-round certified professional market manager, a seasonal market day assistant, and two seasonal market clerks who assist in our Bridge Card/SNAP - DUFB Program. A sizable amount of our annual budget is allocated for special event programming, promotion, community outreach, and SNAP (Supplemental Nutrition Access Program-"Bridge Card") and Double Up Food Bucks outreach.

There just over 300 farmers markets in Michigan and almost half of those accept the Bridge Card. This program is available to those with SNAP benefits at no cost with the NBFM covering the budget needs to facilitate at our market. Through our SNAP program, we provide our customers with the chance to use their Supplemental Nutrition Allowance Program funds at the market, giving them access to fresh, locally grown fruits and vegetables along with a variety of local foods ~ greatly improving their healthy food choice opportunities. The DUFB program allows SNAP recipients to "double up" the amount of food assistance funds they spend at the market – typically up to \$20 per market maximum; however, over the last couple years of the pandemic, the government removed the limit on matched funds...allowing assistance monies spent to be matched dollar for dollar.

NBFM has participated as a SNAP retailer since 2011, and as a DUFB grantee since 2012 ~ the first market to do so in Macomb County! Funds received in the *NEW* NBFM Partnership Program will also allow the NBFM to buy supplies for programs as well as to add new activities and features to the market's schedule. The market uses these programs, activities and features to attract local families, senior citizens and other members from your community in order to educate and inform them of the benefits of fresh fruits and vegetables. We also promote the bonus of qualifying customers using their Bridge Card/DUFB to stretch their dollar at participating locations such as ours. It is our hopes that your group will benefit the market and its attendees with your continued support.

The NBFM recently held their Annual Strategic Planning Session and looks forward to opportunities to connect with partners and donors who believe partnership is a great way to not only support the market, but also for their business or organization to gain terrific exposure. The 2022 NBFM Partner levels offered are on the next page as well as in the partnership packet. It is important to note that deadline requirements apply to some of the levels of partnership. While deadlines apply to aspects of the certain levels; we are happy to accept inquiries about all forms of partnership/donations at any point during the year.

Feel free to contact us if you have any questions or would like more information. We appreciate your time in reviewing this information!

Gratefully,
The New Baltimore Farmers Market

Our Mission Statement:

The New Baltimore Farmers Market is a 501(c)(3) non-profit community organization whose purpose is to provide a link to local foods, farmers, and artisans, with supportive access to fresh foods for all consumers, while educating, sharing and encouraging the health and economic benefits of local foods, entrepreneurship, and activities with partnerships and volunteers from the Macomb / St. Clair County areas.

New Baltimore Farmers Market Partnership Program: LEVELS OFFERED

Please complete the Pages in the Packet to Become a NBFM Partner

Presenting Partner \$1500

- ✓ Recognition in the season's Print Materials, on Website & Media Outlets
- ✓ Promotion on Banner at Main Market Entrance
- ✓ Promotion Sign on the NBFM 'Little Red Barn'
- ✓ Recognition on Seasonal Banner at the Information Tent
- ✓ Promotion with Logo on Market Tote Bags (both dates) & Promotional Materials Inclusion \oplus (descriptions below)
- ✓ Specially Designed Market Tote Bags for up to 10 Employees
- ✓ Be Given Space on *any Chosen Market Dates in the Season to Participate at the Market
- ✓ Opportunity to Partner with the NBFM for ANY Special Events
 - ✦ Receive Promotion in Special Event Materials, Website, & Media Coverage for Event Chosen
 - ✦ Receive Recognition Sign at the Activities Tents for Every Event Chosen
 - ✦ Be Given Space on Every Event Date Chosen to Participate at the Market

**2022 SPECIAL-Presenting Partners
NOW Get Choice of Space to Attend
at ANY/ALL Markets in the Season**

Premium Partner \$750

- ✓ Recognition in the season's Print Materials, on Website & Media Outlets
- ✓ Recognition on Seasonal Banner at the Information Tent Weekly
- ✓ Promotion with Logo on Market Tote Bags (both dates) & Promotional Materials Inclusion (descriptions below)
- ✓ Be Given Space on ONE Chosen Regular Market Date per Month to Participate at the Market
- ✓ Opportunity to Partner with the NBFM for ONE Special Event
 - ✦ Receive Promotion in Special Event Materials, Website, & Media Coverage for Event Chosen
 - ✦ Receive Recognition Sign at the Activities Tents for Every Event Chosen
 - ✦ Be Given Space One Special Event Date Chosen to Participate at the Market

Market Partner \$500

- ✓ Recognition for the season's Website & Media Outlets
- ✓ Promotion with Logo on Market Tote Bags (both dates)
- ✓ Opportunity to Partner with the NBFM for ONE Chosen Special Event
 - ✦ Receive Promotion in Special Event Materials, Website, & Media Coverage for Event Chosen Per Information that is Sent by the Partner to NBFM for Use in Promoting
 - ✦ Be Given Space to Present an Activity* on Event Date Chosen to Participate at the Market

**NEW
2 Market Bag
Distribution Dates
May 1st & August 14th**

Selected by Partner Minimum of 3 Weeks Prior to Chosen Event & Approved by Market Manager (or NBFM Activity by Approved Inquiry)

Deadline is March 31, 2022 for Benefits all Levels Above \oplus Inquiries for Partnership are Always Welcome

\oplus Increase Your Promotion Value by Combining with 'Promotional Materials Inclusion' Below \oplus

Market Bag Partner \oplus \$150 *Limited Number of Spaces

\otimes Promotion with Name/Logo on Market Tote Bags Distributed to Customers – Choice of Date

Deadline: March 31, 2022 for Distribution on May 1st Deadline: June 25, 2022 for Distribution on August 14th

Promotional Materials Inclusion \oplus \$200 Provide Promotional Material/Item to be

\otimes AVAILABLE as Singular Selection OR to add to any Partnership Included in Market Tote Bags *Limit 2 Pieces

Deadline: March 31, 2022 for Distribution on May 1st Deadline: June 25, 2022 for Distribution on August 14th

**Inclusion Materials/Items Mailed to NBFM-PO BOX 116-NB 48047 or Call 586-215-7484 for Drop Off Arrangements*

DOWNTOWN NB BUSINESSES only \oplus \$50 ENTRANCE SIGN Business Name on A-frame

\otimes AVAILABLE to Add to an Above Partnership ONLY Sign in Market Entrance Nearest Your Business

Deadline: March 31, 2022

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