

# 2018 New Baltimore Farmers Market Sponsorship / Donation Form



- Premium Sponsor - \$500
- Special Event Sponsor - \$300 EVENT REQUESTED IF KNOWN: \_\_\_\_\_
- Market Day Sponsor - \$150 DATE REQUESTED IF KNOWN: \_\_\_\_\_
- 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): \_\_\_\_\_

SPONSORS: Please provide any info table materials, logos, 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. We will send a confirmation letter with our IRS details upon receipt.*

***Questions? Contact Cynthia Paparelli, NBFM Board President at***

***586-557-4841 or cpaparelli@att.net***

\*\*\*\*\*OFFICE USE: \*\*\*\*\*

Date Received: \_\_\_\_\_ Acknowledged/Letter sent: \_\_\_\_\_

OFFICE NOTES:

Dear potential donor / sponsor,

The New Baltimore Farmers Market has seen continued growth in both our vendor participation and customer visits (shoppers). Since 2015 we have worked to partner with local businesses to sponsor special market days and events in order to provide more opportunity for community engagement. This also helps our “bottom line”, since, for our market, the vendor stall income (earned income) generally only covers the costs for market management and basic operations. We are thrilled to be celebrating our 10<sup>th</sup> season this year, and hope you will support with a sponsorship.

While the board is 100% volunteer, our market employs a year round part time professional market manager, and a seasonal part time clerk for our Bridge Card Program (SNAP). Because we have made the commitment of professional staffing for sustainability and continued community service, and because much planning and work happens during the winter months, we must cover our administrative costs first and conserve as much of our earned income as possible. There is little left over for programming (events, entertainment, and education) and even less for future planning. Because of this, we look for financial support in the way of donations and grants for operating supplies, programs, overhead costs and capital planning. About 15-20% of our annual budget is allocated for Programs & Community and SNAP/DUFB Outreach.

The 2017 season saw attendance overall with an estimated 33,000 shoppers. 2018 planning is underway 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.

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 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,

Cindy

Cynthia Paparelli, NBFM President

[cpaparelli@att.net](mailto:cpaparelli@att.net) , 586-557-4841

*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: [cpaparelli@att.net](mailto:cpaparelli@att.net)*

*NBFM Mission statement:*

*The New Baltimore Farmers Market is a community driven project 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.*

## **CHOOSE YOUR LEVEL!**

Market dates will be confirmed in January of 2018. We anticipate 20-22 market dates. 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 our 2 site banners at the market all season long, and we will also provide a space if you choose to join us at the market to showcase your business (contact us for specific dates available). You will have your logo placed on market bags that will be given away FREE to market shoppers this season.
- **Special Event Sponsor (\$300):** Your Company /you will be mentioned as a Special Event Sponsor (see dates available below) in print materials and media recognition during the weeks leading up to that market date. Your company/you will have signage (provided by the market) at the Music Tent on your designated market day, be recognized on our website and other social media outlets for that week leading up to the market date, and have a space at the market to share your business with the community on that market day.
- **Market Day Sponsor (\$150):** Your company/you will have signage (provided by the market) at the Music Tent on your designated market day (see dates available below), be recognized on our website and other social media outlets for that week leading up to the market date, and have space on our info table to share materials you provide for that market day.
- **Market Bag Sponsor (\$100):** Your company name will be placed on market bags that will be given away FREE to market shoppers this season. We only have 10 of these spaces available each season.

### **Tentative 2018 Special Event Sponsorship Dates Available: (\$300 level):**

- **May - Opening Day**

*A big day for the market – even earlier this season!*

- **Memorial Day Weekend – Spring Into Summer Market**

*Celebrate the coming of the warm weather!*

- **June - Street Fair Market**

*Join us for an old fashioned street fair on Washington Street!*

- **July – NBFM Birthday Bash**

*We celebrated 10 years last year – birthdays happen every year!*

- **August - Corn Roast & Summer Fun Day at the Market**

*Corn Roast, summer fun activities, music & food*

- **September - Grandparents & Senior Citizens Day at the Market**

*Special “Senior Services” and related vendors, informational booths, activities, music & food*

- **SOLD- September - Kids & Family Day at the Market**

*Special kids/family related vendors, informational booths, activities, music & food*

- **October - Harvest Festival**

*Professional pumpkin carving demonstrations, fall fun activities, live music & food*

- **October - Vendor Blowout / Final Market**

*At our final market we welcome special vendors and participants to close the season*

### **Market Day Sponsorship Dates Available (\$150 level)**

*Non-Special Event dates TBD in January 2018*