



BECOME A 2017 SPONSOR! **SUPPORT HEALTHY FOODS, LOCAL FARMERS AND COMMUNITY**

A producer-only market located in the Morningside neighborhood, the Downtown Pittsfield Farmers Market was started with the belief that everyone in our community should have access to quality, nutritious foods.

Now entering our 5th season, we have become more than just a market. With live music, chef demos, workshops and children's activities, it has become a community destination... and an experience enjoyed by more than 10,000 visitors annually.

A year-round market, our monthly indoor market has expanded sales opportunities for our farmers and increased healthy food access for our community!

Our annual budget accounts for operational expenses, as well as costs associated with activities and educational outreach events presented by the Market. We receive a portion of our funding from vendor fees, and the remainder is comprised of grants and sponsorships.

We need your support to ensure that this neighborhood market continues to grow and thrive!

WHY SUPPORT THE DOWNTOWN PITTSFIELD FARMERS MARKET?

YOUR GIFT INVESTS IN OUR COMMUNITY

Your support of the Downtown Pittsfield Farmers Market reaches beyond the weekly market. In addition to promoting healthy lifestyles through better food choices, your contribution supports local farmers and entrepreneurs, keeping them in business and creating more jobs in our communities.

Two years ago we created a Double Value Program, matching dollar-for-dollar the SNAP (formerly food stamps), WIC and Senior benefits that help low-income families purchase healthy food for their families. To date, the program has put over \$35,000 worth of fresh food on the tables of families in need and leveraged federal SNAP dollars to support local farms and the local economy.

YOUR GIFT PROMOTES YOUR BUSINESS

- Approximately 300-600 unique individuals attend each week. Most of these individuals are directly from the Pittsfield community and often frequent the businesses surrounding the market before or after their visit.
- Over 2,500 names on our email distribution list, which we target with weekly informative emails.
- Over 4,300 likes on our very active Facebook Page and nearly 1,000 followers on our Instagram page.

SPONSORSHIP LEVELS

LEAD SPONSOR: \$10,000+

- Your business listed as lead sponsor on website and all promo materials. All benefits listed below
- We will work to customize a lead sponsor package for your business. This may include some of the following:
 - Prominent display of business logo at the market (e.g. special banner or sign)
 - Business logo on market products (e.g. tote bags, water bottles, etc.)
 - Complimentary Business Booth during the season
 - Inclusion of business collateral at Market Manager booth

PLANT SPONSORS: \$5,000+

- Your business name listed on a bistro table (via plaque attached to table) utilized for seating at the market
- Your business logo on every e-blast throughout the season
- All benefits listed below

ROOT SPONSORS: \$2,500+

- One date offered complimentary at our Business Booth during the season
- Two complimentary tickets to Farm to Glass Throwdown fundraiser.
- Option to purchase additional tickets to Farm to Glass Throwdown before public sale.
- All benefits listed below

SPROUT SPONSORS: \$1,000+

- Your business logo on various print and marketing materials during the season
- Your business listed on Sponsor Board weekly at the market
- Logo placement and link to your business website will be provided on the market website
- Your business tagged in social media posts each season of the market (you can help to provide content for posts)
- All benefits listed below

SEED SPONSORS: \$500+

- Your business listed as a sponsor on the market website
- Your business listed as a sponsor on all market e-blasts
- Recognition through press releases sent to media

All print benefits are subject to pre-season deadlines and will be arranged at time of sponsorship

SPONSOR REPLY FORM

I would like to offer my support for the Downtown Pittsfield Farmers Market at the following level:

- Lead Sponsor \$10,000+
- Plant Sponsor \$5,000+
- Root Sponsor \$2,500+
- Sprout Sponsor \$1,000+
- Seed Sponsor \$500+

CONTACT INFO

Business Name:	
Contact Name:	
Address:	
Phone:	
Email:	

PAYMENT OPTIONS

Please find an enclosed check.

Please mail this form to:
Downtown Pittsfield Farmers Market
PO Box 1805
Pittsfield, MA 01202

The Downtown Pittsfield Farmers Market is a program of Alchemy Initiative - a 501(c)3 tax-exempt, not-profit organization. All donations made are fully deductible according to IRS code.