

# *Sponsorship Packet* *2009*



Dear Friends,

The Memphis Farmers Market (MFM) celebrates its fourth season in 2009. The market planning began in 2005 and the market opened May 2006. The response to the market has been overwhelming as 50,000 people attended the 2008 market season. Currently we have over 2,000 visitors every Saturday. The market is open every Saturday from May through October, 7 am to 1 pm at the Central Station Pavilion, G.E. Patterson and Front Street.

Memphis Farmers Market is supported by grants, memberships, sponsorships and vendor fees. The Market operates on a small budget that must support a large array of operating expenses that include insurance, permits, licenses, signage, utilities, site improvements, marketing, promotions, a part-time market manager, and more. We meet these needs through vendor fees, fundraising, foundation grants, sponsorships, "Friends of the MFM", donations and merchandise sales. The market cost over \$100,000 annually to run and we especially rely on generous financial donations to implement our marketing, operations, site development, health education and community relations programs to achieve our mission goals.

Our customer surveys show that most market shoppers attend every week and come predominately from Downtown and Midtown Memphis. They spend between \$40 and \$50 each visit and the majority is between 31 and 70 years of age.

Your vital sponsorship will help us maintain a successful market that is an asset to the Memphis community. The MFM is a non-profit organization run by volunteers and is dependent upon sponsorships, grants, memberships and vendor stall fees. We do not receive a percentage of farmer, producer and artisan sales. Our expenses include a Market Manager part time salary, marketing, operations and site development, insurance, security, events and community communications.

The Memphis Farmers Market grows through support such as yours. If you have questions about sponsorship, please do not hesitate to contact us.

Thank you for your consideration.  
Sincerely,

Ben Brock  
Fundraising Chair  
Memphis Farmers Market



**MEMPHIS FARMERS MARKET**  
EST. 2006

# Partnerships

The MFM collaborates with community partners such as local healthcare providers, coalitions of not-for-profit organizations and agencies, faith-based groups, fitness centers, and government agencies to provide activities focused on educating the community on the importance of nutrition to good health.

The City of Memphis has welcomed the addition of the Memphis Farmers Market to Downtown. MFM has also established partnerships with the following organizations to further its mission:

- Memphis Center City Commission
- South Main Neighborhood Association
- Memphis Area Transit Authority

**MFM is governed by a volunteer Board of Directors:**

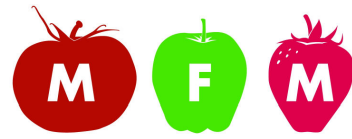
Chairman	Linda Cornish
Immediate Past Chairman	Sharon Leicham
Vice Chair	Susan Kitsinger
Secretary	Beth Brock
Treasurer	Jim Street
Market Manager	Maryanne Lessley

**Board Members:**

Chris Bevel	Terre Gorham
Mable Barringer	Laretha Randolph
Ben Brock	Henry Jones
Bob Cornish	Maryanne Lessley
Mac Edwards	Lawrence Migliara
Keith Forrester	Corky Neale

**MFM goals include:**

- Improving the community's nutrition options with the highest quality seasonal produce
- Assisting area farmers, producers and artisans with sustainable business opportunities
- Generating a sense of local pride and furthering the economic developments of the community
- Educating the community on the importance of nutrition to good health



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# Sponsorship Levels

## **Full Market Sponsor**

**\$10,000+**

- Special honor and recognition at key market events
- Recognition on all radio and television appearances
- Company name distributed collateral materials at the market
- Logo and Company name listed on the Market Board
- Recognition on solo sponsor banner at Market
- Company name featured on the MFM website home page with logo and link
- Logo on the weekly Market News e-newsletter

## **Cultivator Sponsor**

**\$5,000-\$9,999**

- Company name distributed collateral materials at the market
- Logo and Company name listed on the Market Board
- Company name distributed collateral materials at the market
- Company name featured on the MFM website with link
- Logo on the weekly Market News e-newsletter

## **Germinator Sponsor**

**\$2,500-\$4,999**

- Logo and Company name listed on the Market Board
- Distribution of your company's collateral materials at the market
- Company name listed on the market Board
- Company name featured on the MFM website with link

## **Rain Sponsor**

**\$1,000-\$2,400**

- Distribution of your company's materials at the market
- Company name featured on the MFM website with link
- Company name listed on the market Board

## **Herb Sponsor**

**\$500-\$999**

- Distribution of your company's materials at the market
- Company name listed on the market Board

# Sponsorship Agreement

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Date

Contact Name

Company Name

Street Address

City

State

Zip

Phone

Email

Please select the Sponsorship Level and note your payment amount here:

\$ \_\_\_\_\_

*Full Market (\$10,000+)*

*Rain (\$1,000-\$2,499)*

*Cultivator (\$5,000-\$9,999)*

*Herb (\$500-\$999)*

*Germinator (\$2,500-\$4,999)*

We also welcome donations of any amount! Please note your donation amount here:

\$ \_\_\_\_\_

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Please Mail Checks to:  
Memphis Farmers Market  
114 North Main Street  
Memphis, TN 38103

Questions? Do not hesitate to contact  
Ben Brock, MFM Fundraising Chair at 901-619-2868 or  
[benbrock@interimrestaurant.com](mailto:benbrock@interimrestaurant.com)