



Dear Friends,

The Memphis Farmers Market (MFM) celebrates its sixth season in 2011. The community's response to the market has been overwhelming as visitation has grown each season. Currently we have over 2,700 visitors every Saturday and over 70,000 visitors per season. The market is open every Saturday from mid-April through October from 7 a.m. to 1 p.m. at the Central Station Pavilion, G.E. Patterson and Front Street.

The MFM's mission is to:

- Improve public health and nutrition options by providing a vehicle to educate the community on nutrition and good health.
- Provide access to local food choices
- Assist area farmers, producers and artisans with sustainable business opportunities
- General a sense of local pride while furthering the economic development of our community
- Serve as a community-gathering place

The Memphis Farmers Market is supported by volunteers and funded 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, pavilion rent, signage, utilities, site improvements, marketing promotions, a part-time Market Manager, and more. We meet these needs through vendor fees, fundraising efforts, foundation grants geared towards education, sponsorships, "Friends of the MFM", donations and merchandise sales. The Market costs over \$100,000 annually to operate and relies on generous financial donations to implement our marketing, operations, site development, health education and community relations programs.

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 an all-volunteer board, and one part-time Market Manager, in addition to a volunteer base of 100's to cover Market Saturdays and MFM special events, we do not receive a percentage of farmer, producer or artisan sales.

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

Thank you for your consideration.
Sincerely,

Carol Silkes
Grants and Fundraising Chair
Memphis Farmers Market



MEMPHIS FARMERS MARKET

EST. 2006

Full Market Sponsor

\$10,000+

- Special honor and recognition at key market events
- Banner signage that is displayed at the MFM and on crosswalk over Union throughout the market year (April-October).
- Recognition on all radio and television appearances pertaining to the Harvest Celebration.
- Distribution of your company's collateral materials at the market
- Logo and Company name listed on the Free-standing Market Board
- Company name featured on the MFM website home page with logo and link.
- Logo on the weekly Market News e-newsletter Blast
- Harvest Celebration key sponsor Poster recognition
- Reserved table at the annual Harvest Celebration (10) tickets
- Showcase Booth at Harvest celebration
- Showcase Table at two Saturday markets during the regular market season
 - 1 Table, limited 3 people
- End of the year Summary Report

Cultivator Sponsor

\$5,000-\$9,999

- Showcase Table at one Saturday market during the regular market season
 - 1 Table, limited 3 people
- Distribution of your company's collateral materials at the market table
- Harvest Celebration Poster Recognition
- Tickets (8) to the annual Harvest celebration
- Logo and Company name listed on the Free-standing Market Board
- Company name featured on the MFM website with link
- Logo on the weekly Market News e-newsletter Blast
- End of the year Summary Report

Sprout Sponsor

\$2,500-\$4,999

- Distribution of your company's collateral materials at the market
- Tickets (6) to the annual Harvest celebration
- Name Recognition on table tents at the Harvest Celebration
- Company name featured on the MFM website with link
- Company name listed on the Free-standing Market Board
- End of the year Summary Report



Rain Sponsor

\$1,000-\$2,400

- Company name featured on the MFM website with link
- Company name displayed weekly on the Freestanding Market Board
- Name Recognition on table tents at the Harvest Celebration
- Tickets (4) to the annual Harvest celebration
- Weekly updates via Market News Email blast

Seed Sponsor

\$500-\$999

- Company name displayed weekly on the Free-standing Market Board
- Name Recognition on table tents at the Harvest Celebration
- Tickets (2) to the annual Harvest celebration
- Weekly updates via Market News Email blast
- End of the year summary report



MEMPHIS FARMERS MARKET

EST. 2006

Sponsorship Agreement

Season Harvest Celebration 2011

Market Year 2012

Date: _____

Company Name	
Contact Person	
Billing Street Address	
City, State and Zip Code	
Email Address	
Phone Number	
Sponsorship Level	

Please check the appropriate box

<input type="checkbox"/>	Full Market	\$10,000
<input type="checkbox"/>	Cultivator	\$5,000-\$9,999
<input type="checkbox"/>	Sprout	\$2,500-\$4,999
<input type="checkbox"/>	Rain	\$1,000-\$2,499
<input type="checkbox"/>	Seed	\$500-\$999

Check to be made payable to the Memphis Farmers Market. Sponsorship will not begin until funds have been received.

Checks to be mailed to:

Memphis Farmers Market
114 North Main Street
Memphis TN 38103

Memphis Farmers Market Contact
Carol Silkes, MFM Grants and Fundraising Chair
901.870.1824
csilkes@memphis.edu