



Hello from your local farmers at the Johnson City Farmers Market!

The Johnson City Farmers Market (JCFM) is seeking sponsors for our upcoming market season. We are writing to ask if your business would like to partner with us and be a part of the JCFM Sponsorship Program.

The JCFM is a non-profit organization that consists of local farmers, makers, and crafters. Our members are very proud to provide locally grown produce and many other locally made products to our community. We have a market each Saturday* during our market season at the Pavilion in Downtown Johnson City (*excludes some Saturday dates due to other Pavilion events). Our sponsorship donations assist us with the cost of renting the Pavilion (rental fees).

In this letter, we provide more information about the JCFM Sponsorship Program, how the Johnson City Farmers Market benefits our community, and how our partnership would benefit your business. We greatly appreciate your time. Thank you so much!

-The JCFM Board

YOUR business can directly support YOUR local farmers!

The Johnson City Farmers Market (JCFM) association is a non-profit organization.

How We Benefit Our Community:

- Supporting small family farms and micro businesses
- Supporting locally grown food and locally made products and crafts
- Accepting Snap benefits while also bringing fresh, local produce to the Downtown area
- Increasing foot traffic and tourism to Downtown Johnson City on market days

How the JCFM Can Benefit Your Business:

- Promoting your brand to our 15K+ Facebook followers
- Promoting your brand to our 6K+ Instagram followers
- Promoting your brand on our website's sponsor page
- Promoting your brand on our sponsor signage at our high-traffic market events
- Offering the opportunity to talk to potential customers in-person who are interested in local companies associated with health, growth, food, fitness, and sustainability

If you would like to become a JCFM sponsor, please email us at **managerjcfm@gmail.com**, so we can get you signed up today! We look forward to hearing from you!

managerjcfm@gmail.com

Please refer to the 2nd page for the JCFM Sponsorship tiers.



The Johnson City Farmers Market

Presented by SPACE AVAILABLE

JCFM SPONSORSHIP TIERS

Email managerjcfm@gmail.com and become a JCFM sponsor TODAY!

- **JCFM Supporter \$100 donation for the Market Season**

Show your support for the Johnson City Farmers Market and become a JCFM Supporter today! Your donation and support helps keep our market growing! As a JCFM Supporter, you will be listed on our website as a sponsor. This sponsorship tier is for anyone who supports the JCFM: individuals, families, small businesses, and more!

Package Includes: sponsor listing on JCFM website

- **Farm Friend \$250 donation for the Market Season**

As a Farm Friend, you will help us keep our vendors' fees as low as possible and grow the Johnson City Farmers Market. In return for being a friend to a farmer, you will be listed on our website as a sponsor, listed on our market sponsor signage, and promoted on our social media as a sponsor.

Package Includes: sponsor listing on JCFM website, sponsor listing on JCFM market signage, JCFM social media posts thanking you for your sponsorship, permission to use JCFM logo for promotion during term of sponsorship.

- **Harvest Hero \$1,000 donation for the Market Season**

As a Harvest Hero, you will assist us with our rental fees and operating costs. In return for helping save the day for your local farmers, you will be listed on our website and JCFM market signage as a featured sponsor, plus invited to participate in the market. Harvest Heroes receive a complimentary 10x10 booth space once a month during the market season. *Sponsors are not required to use their booth invitation if they do not wish to do so.

Package Includes: featured sponsor listing on JCFM website, featured sponsor listing on JCFM market signage, JCFM social media posts thanking you for your sponsorship, invitation to participate at the market once a month with a complimentary 10x10 booth, permission to use JCFM logo for promotion during term of sponsorship.

- **Market Partner \$3,000 donation for the Market Season**

As a Market Partner, you will cover a majority of our rental fees for the market season. In return for your generous donation, you will be the presenting sponsor for the market year – "The Johnson City Farmers Market Presented by _____". You will receive name and logo recognition on all our marketing and promotional items, social media, and website as our title sponsor. Additionally, you are invited to participate at each market, and you will receive prominent 10x10 booth space if you choose to do so. We only allow one Market Partner per market season.

Package Includes: title use rights ("Johnson City Farmers Market Presented by _____"), main title listing on JCFM website, featured sponsor listing on JCFM website, Facebook cover page title listing, JCFM social media posts thanking you for your sponsorship, opportunity to speak at JCFM annual member meetings, 10x10 booth at each market with prominent placement, permission to use JCFM logo for promotion during term of sponsorship.