

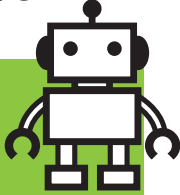
EAST LANSING FARMERS MARKET

SPONSORSHIP LEVELS

2020



ROBOTICS FEST SPONSOR



\$300- \$2500

•Help the ELFM bring back the Robotics Fest by making a full or partial. Our goal is \$2,500.

Sponsor Perks-

- Logo placed on Robotics swag.
- Sponsor indicated as co-host for event.
- Mentioned as a sponsor in print materials for sponsored program or event.
- Listed on Robotics Fest social media promotions & vouchers given to 75 volunteers.
- Opportunity to table at the market on sponsored day(s).
- Reach- 2,000+ persons attend ELFM special events.
- Any/all sales from sponsor spaces prohibited.

(Deadline June 30)

POWER OF PRODUCE PROGRAM



\$200/week

- Encourage young children to develop healthy eating habits by sponsoring a week of POP Club.
- Children learn more about their market, healthy eating and receive a voucher to spend on fruits or veggies at the market after completing the activity of the day.

Sponsor Perks-

- Sponsors get recognition on print materials related to the program based on week sponsored.
- Sponsor has the opportunity to table at the market in support of POP Club activity.
- Reach young children and their parents and help foster healthy eating habits.
- Any/all sales from sponsor spaces prohibited.

MARKET BAGS



**\$500 +
(Up to 3 Sponsors)**

- Company name or logo placed on market bags.
- Our goal is to raise \$1,500 to cover market bag costs .

Sponsor Perks-

- Be recognized on social media and music chalkboard 4,000+ followers.
- Opportunity to table at the market on Opening Day and Spartan Appreciation Day.
- Reach - 1,000+ persons attend ELFM's Opening Day and Spartan Appreciation Day, in addition, 150 market shoppers on opening day and 150 MSU/LCC students on Spartan Appreciation Day receive free totes.
- Any/all sales from sponsor spaces prohibited.

(Deadline March 30)

Sundays June 7 - Oct. 25

10 a.m. - 2 p.m.

Market Manager: **Karla Forrest-Hewitt**

Email: khewitt@cityofeastlansing.com

Phone Number: **(517) 319-6823**





SPECIAL EVENTS 2020

June 7: Opening Day

Celebrate the start of another season at the ELFM with fun activities and special giveaways.

June 24: Kindness Rocks

'A kind word goes a long way,' help build our kindness garden and share inspiration with others on Father's Day.

July 12: Parks, Recreation & Arts Open House

Come out and learn more about what what Parks, Recreation & Arts do at our Open House. There will be fun activities in store.

Sept. 6: Spartan Appreciation Day

ELFM welcomes students and the EL community to come out and enjoy the market and take part in the Unity Project.

October 4: Robotics Fest

Discover and explore science and technology at the ELFM.

Oct. 11: Autumn Fest

Celebrate fall harvest time at the ELFM with horse and carriage rides, face painting, cider and donut holes and wonderful fall produce.

Oct. 25: Closing Day (Halloween)

Celebrate the end of the season with the ELFM and come out in your best halloween costume.



POWER OF PRODUCE

June 7

June 14

June 21

June 28

July 5

July 12

July 19

July 26

SPONSORSHIP AGREEMENT:

- All sponsors must comply with the City of East Lansing's Civil Rights ordinances and public policy against discrimination. (#1447)
- Sponsorship Fees are non-refundable.
- Any and all sales from sponsored spaces is prohibited.
- Sponsors agrees to get required documentation and files in by deadline.
- RELEASE OF LIABILITY. Sponsor, on-behalf of itself and its employees, volunteers and agents, releases all rights of recovery against the City and its officers, employees, volunteers and insurers from any claims liability and costs (including for personal injury of property damage) arising out of this agreement.
- The City of East Lansing reserves the right to discontinue participation in the market.
- Files and logos should be submitted 10 business days before event or specified deadline.