



East Lansing Farmers Market Sponsorship Levels

Thank you for your interest in sponsoring the East Lansing Farmers Market (ELFM). The ELFM is located at 280 Valley Court and runs from the first Sunday in June to the last Sunday in October from 10 a.m. -2 p.m. The ELFM motto is “100% Homegrown Makes Us Different.” All our vendors are local producers and farmers. The ELFM is proud to support local businesses and connect the Greater Lansing community with fresh high-quality products and produce.

The East Lansing Farmers market currently has more than 6,000 followers on its combined social media platforms, with an average of 30,000 market shoppers each year.

Please contact the Market Manager Karla Forrest-Hewitt for more details at (khewitt@cityofeastlansing.com). After selecting a sponsorship level, a sponsor agreement will be sent to you to review and sign. An invoice will be emailed to you detailing the agreed upon payment. All checks should be addressed to the City of East Lansing with “East Lansing Farmers Market Sponsor” in the memo. Additional payment information will be specified in the invoice. Please provide all sponsor logos and tag lines to Karla Forrest-Hewitt a minimum of five business days before your scheduled sponsored date.

Market Music Sponsor- \$2200 (Downtown Management Board)

Sponsor market music for the entire market season. This level gets a sponsor logo on music banner for the entire season. Sponsors will receive recognition on the ELFM’s social media (Twitter, Instagram and Facebook), music chalk board as well as in our weekly E-newsletter.

Power of Produce Club Sponsorship- \$1500 (LBWL is the 2021 POP Club Sponsor)

It is never too early to start good habits. Help encourage children who visit the market with their parents to make healthy eating choices. Young visitors at the market that sign up will receive a take home activity kit as well as education materials on healthy eating habits and the importance of exercise. They will also receive \$3 to spend on fruit and vegetables only. All materials used in this program will have sponsor logos. Sponsors of the POP Club will receive recognition on our website for the season and monthly shout outs on ELFM’s social media platforms.

Autumn Fest Day Sponsor- (October 17, 2021) \$2000 (T-Mobile and STVCC are current sponsors)

Celebrate fall with East Lansing Farmers Market. Autumn Fest is a multi-sponsor event. Visitors to the market can enjoy special treats and local apple cider along with family activities. Sponsors also get a spot at the market to do outreach. Direct sales are prohibited at the market. Sponsors may offer promotional materials and give away entries. Sponsors will receive recognition on the ELFM’s social media (Twitter, Instagram and Facebook) as well as in our weekly newsletter. Sponsors must follow all ELFM COVID-19 protocols.

Sponsors may also purchase ELFM gift certificates to hand out to customers who visit their booth. Sponsors can purchase gift certificates by notifying the market manager. Gift Certificate packages are as follows: \$50 (25 \$2 gift certificates) or \$100 (50 \$2 gift certificates).

In addition, sponsors can also sponsor a current EFLM market vendor and choose merchandise for a giveaway to visitors (pricing amount to be negotiated with vendor).

Spartan Appreciation Day Sponsor- (August 29, 2021) \$500 (T-Mobile is current sponsor of this event)

Welcome college students back in the fall with special giveaway. First \$ 100 students receive a \$2 sponsor branded coupon to spend at the market and the sponsor also gets a spot at market to do outreach. Direct sales are prohibited at the market. The sponsor may offer promotional materials and give away entries. Sponsors will receive recognition on the EFLM's social media (Twitter, Instagram and Facebook) as well as in our weekly newsletter. The sponsor must follow all EFLM COVID-19 protocols.

Market Day sponsor- \$150

Select a day on our market calendar to sponsor the market. This level gives the sponsor a spot to set up near the entrance and to do outreach. Direct sales are prohibited at the market. The sponsor may offer promotional materials and give away entries. The sponsor will receive recognition on the EFLM's social media (Twitter, Instagram and Facebook) as well as in our weekly newsletter. The sponsor must follow all EFLM COVID-19 protocols. (Current sponsored dates for 2021: June 6, June 20, July 11, July 18, July 25, August 1, August 22, August 29, September 12, September 19, September 26, October 3, October 10, October 17 October 24 and October 31)

The sponsor may also purchase EFLM gift certificates to hand out to customers who visit their booth. The sponsor can purchase gift certificates by notifying the market manager. Gift Certificate packages are as follows: \$50 (25 \$2 gift certificates) or \$100 (50 \$2 gift certificates).

In addition, sponsors can also sponsor a current EFLM market vendor and choose merchandise for a giveaway to visitors (pricing amount to be negotiated with vendor).

Donate to the EFLM!

Funds donated to the EFLM will help with additional community-based programming and community outreach. Donations of \$50 and over will be recognized in our E-newsletter.

Special thanks to our 2021 Sponsors:

The East Lansing Arts Commission, Lansing Board of Water and Light, Consumers Energy, Renewal by Andersen, T-Mobile, the Graduate Hotel East Lansing & Saint Vincent Catholic Charities

Karla Forrest-Hewitt (Market Manager)/ East Lansing Farmers Market / 410 Abbot Road, East Lansing, MI 48823 / Phone: (517) 319-6823 / Email: khewitt@cityofeastlansing.com / Website: www.cityofeastlansing.com/farmersmarket

EFLM Social Media Platforms Twitter:

Twitter: <https://twitter.com/elfarmersmarket>

Instagram: <https://www.instagram.com/eastlansingfarmersmarket/?hl=en>

Facebook: <https://www.facebook.com/elfarmersmarket/>

2021 ELM MARKET CALENDER DATES

(Highlighted dates are currently sponsored)

<input checked="" type="checkbox"/> June 6	<input type="checkbox"/> July 4	<input checked="" type="checkbox"/> August 1	<input type="checkbox"/> Sept. 5	<input type="checkbox"/> October 3
<input type="checkbox"/> June 13	<input type="checkbox"/> July 11	<input type="checkbox"/> August 8	<input checked="" type="checkbox"/> Sept. 12	<input checked="" type="checkbox"/> October 10
<input checked="" type="checkbox"/> June 20	<input checked="" type="checkbox"/> July 18	<input type="checkbox"/> August 15	<input checked="" type="checkbox"/> Sept. 19	<input checked="" type="checkbox"/> October 17
<input type="checkbox"/> June 27	<input checked="" type="checkbox"/> July 25	<input checked="" type="checkbox"/> August 22	<input type="checkbox"/> Sept. 26	<input checked="" type="checkbox"/> October 24
		<input type="checkbox"/> August 29		<input type="checkbox"/> October 31