

2022 EAST LANSING FARMERS MARKET

SPONSORSHIP LEVELS

280 Valley Court Park, East Lansing, 48823

JUNE 5 – OCT. 30, 2022, 10:00 AM – 2:00 PM



Thank you for your interest in sponsoring the East Lansing Farmers Market (ELFM). The ELFM is located in Valley Court Park, 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 stands by its motto of “100% Homegrown Makes Us Different” by featuring vendors that are all local producers and farmers. The ELFM is proud to support local people and businesses and connect regional community members with fresh, high-quality products, produce and community engagement programming. The East Lansing Farmers Market currently has more than 7,000 followers on its combined social media platforms, with an average of 30,000 market shoppers each year.

Please contact Market Manager Karla Forrest-Hewitt for more information about sponsorships 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 taglines to Karla Forrest-Hewitt a minimum of five business days before your scheduled date of sponsorship.



facebook.com/elfarmersmarket



@eastlansingfarmersmarket



twitter.com/elfarmersmarket

MARKET MUSIC SPONSOR

– \$2,200 X 2

JUNE – OCTOBER

Market Music has two market sponsor spots at \$2,200 per sponsor. This level gets a sponsor logo on the ELFM’s 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 ELFM’s weekly e-newsletter. This sponsorship covers the cost of hosting local musical artists each market Sunday.

POWER OF PRODUCE CLUB SPONSORSHIP

– \$2,000

JUNE – SEPTEMBER

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

AUTUMN FEST DAY SPONSOR

- \$2500

OCT. 16

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 receive a spot at the market for their own community outreach. Direct sales are prohibited at the market. Sponsors may offer promotional materials and giveaways. Sponsors will receive recognition on the ELFM's social media (Twitter, Instagram and Facebook) as well as in ELFM's weekly e-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).

SPARTAN APPRECIATION DAY SPONSOR

- \$1000

SEPT. 18

Welcome college students back in the fall with a special giveaway. The first \$100 students to visit the market will receive a \$2 sponsor branded coupon to spend at the market and the sponsor also gets a spot at the market for community outreach. Direct sales are prohibited at the market. The sponsor may offer promotional materials and giveaways.

Sponsors will receive recognition on the ELFM's social media (Twitter, Instagram and Facebook) as well as in ELFM's weekly newsletter. The sponsor must follow all ELFM COVID-19 protocols.

OPENING DAY

- \$300

JUNE 5

Opening Day is always something special. After a six-month break, we celebrate the opening of the market with fanfare and giveaways. The ringing of the market bell signals the opening of the market season. Sponsors will receive recognition on the ELFM's social media (Twitter, Instagram and Facebook) as well as in ELFM's weekly e-newsletter.

MARKET DAY SPONSOR

- \$200

**JUNE 12, 26; JULY 3, 10, 17, 24; AUG. 7, 14, 21, 28;
SEPT. 4, 11, 25; OCT. 2, 9, 23, 30**

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 provide community 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 ELFM's social media (Twitter, Instagram and Facebook) as well as in ELFM's 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. 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).

DONATE TO THE ELFM!

Funds donated to the ELFM will help with additional community-based programming and community outreach. Donations of \$50 and over will be recognized in ELFM's e-newsletter.

SPECIAL THANKS TO OUR 2021 SPONSORS:

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

CONTACT

Karla Forrest-Hewitt (Market Manager) East Lansing Farmers Market
Hannah Community Center, 819 Abbot Road, East Lansing, MI 48823
Phone: **(517) 319-6823** Email: khewitt@cityofeastlansing.com
Website: www.cityofeastlansing.com/farmersmarket

2022 MARKET CALENDAR DATES:

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|---|---|
| <input type="checkbox"/> June 5 (Opening Day) | <input type="checkbox"/> Aug. 21 |
| <input type="checkbox"/> June 12 | <input type="checkbox"/> Aug. 28 |
| <input type="checkbox"/> June 19 | <input type="checkbox"/> Sept. 4 |
| <input type="checkbox"/> June 26 | <input type="checkbox"/> Sept. 11 |
| <input type="checkbox"/> July 3 | <input type="checkbox"/> Sept. 18 (Spartan Appreciation) |
| <input type="checkbox"/> July 10 | <input type="checkbox"/> Sept. 25 |
| <input type="checkbox"/> July 17 | <input type="checkbox"/> Oct. 2 |
| <input type="checkbox"/> July 24 | <input type="checkbox"/> Oct. 9 |
| <input type="checkbox"/> July 31 | <input type="checkbox"/> Oct. 16 (Autumn Fest) |
| <input type="checkbox"/> Aug. 7 | <input type="checkbox"/> Oct. 23 |
| <input type="checkbox"/> Aug. 14 | <input type="checkbox"/> Oct. 30 |