Community marketplace where local farmers, artisans, & small businesses thrive
SELL SPONSORSHIP

- Use your sponsorship packet to inspire—colorful, photos that tell your story
- Share successes in intro letter—attendance average, program successes, $ distributed through SNAP Match/other food access programs
- Polished intro letter/package to support sponsor confidence
SHOW APPRECIATION

• Don't undersell what you are offering
• Sponsor benefits should reflect payment levels. They could include:
  ○ Logo on website + newsletter
  ○ Logo on printed rack cards, posters, or in advertisements
  ○ Sponsor banner with logo at events/music
  ○ Listing project/program sponsors in press releases about the project

• Extend a special invite to your opening day and recognize sponsors publicly at the event
• Add something extra that they are not expecting to show appreciation—thank you card, a gift from the market, t-shirt...
### SPONSOR LEVELS

#### Examples

**Level 1**  
Season sponsors invest in our operations so we can do what we do best—host awesome farmers markets!

**Level 2**  
Farmers markets are for everyone. Support Black, Indigenous, and People of Color (BIPOC) in joining JCFM as new vendors with a contribution to our BIPOC Start-Up Business Fund. Your support covers vendor fees and other start-up costs for new BIPOC-owned market businesses.

**Level 3**  
Support farmers market vibrance with free at-market live music, cooking demonstrations, kids' activities and special events

**Level 4**  
Nourish community members experiencing food insecurity with your contribution to our food assistance matching funds and VegRx. With your support we serve about 800 low-income local households annually.
Thank you!

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