

Sponsor Information for Main St Farmers Market



The Main St Farmers Market is in its 10th year of operation in Chattanooga, and it continues to be one of the most popular farmers markets in the city. Main St Farmers Market's mission is to inspire healthy, environmentally responsible lifestyles by fostering relationships with the local food community. Our market seeks community sponsors to help manage our operating costs that provide the platform for local agribusinesses and food artisans to sell directly to consumers. We aim to continue our growth this year and plan more events, education, and opportunities for community partnerships. Our primary focus is to champion the local economy by supporting our local farmers and food artisans. The popularity of farmers markets has surged in the last few years, and today is one of the most rapidly rising business models in the U.S. It is a great time to gain visibility for your business by sponsoring our farmers market. In December of 2017, Main St Farmers Market was featured in Food & Wine in their [Where to Eat And Drink In Chattanooga Right Now](#) article.

Sponsors support economic benefits to local businesses by:

- Directly supporting local and sustainable agricultural farmers.
- An increase in dollars spent in local businesses on market days and beyond.
- Continuing investment in Chattanooga's vibrant downtown area.
- The Multiplier Effect: dollars spent locally stay in our community and stimulate our local economy
- A rich set of promotional, marketing, and co-branding opportunities

Partner with Main St Farmers Market to provide:

- Access to local, healthy, and sustainably grown food.
- An enriched sense of community for those living in the downtown area and beyond.
- New opportunities for the market to engage a broader customer base through education and outreach.

We are offering a rich set of promotional, marketing, and co-branding opportunities for the 2018-2019 market season. View the three levels and what they offer in the attached document ([Main St Farmers Market Sponsorship Levels](#)).

Thank you for your interest in Main St Farmers Market. If you have any questions about sponsoring, or other ways you can engage with our market, please send us an email at mainstfarmersmarket@gmail.com. We would love to hear your thoughts.

Sincerely,

Main St Farmers Market Board of Directors

Contact:
Market Manager, Holly Martin
mainstfarmersmarket@gmail.com

Physical address:
522 West Main Street
Chattanooga, TN 37408

Mailing address:
P.O. Box 4552
Chattanooga, TN 37405

Please note that Main St Farmers Market is recognized by its tax status as a 501(c)5 nonprofit, which is an agricultural nonprofit.

www.MainStFarmersMarket.com

Main St Farmers Market Sponsorship Levels



SPONSORSHIP LEVEL	EVENT	NEWSLETTER	WEBSITE	ON SITE AT MARKET	PROMOTIONAL MATERIAL	SHOP EARLY
Event Level \$250	X					
Tilth Level \$500		X	X	X		
Harvest Level \$1,000		X	X	X	X	X

Event

Your business name, logo, and link will be used in promotional activities, and you will have the opportunity to sponsor a community partner booth at Main St Farmers Market events. Examples could be educational booths, food demonstrations, and speaker engagements. Your business will also be placed on a highly visible banner during market events.

Newsletter

Your business name, logo, and link will be placed on in our weekly e-newsletter with a circulation of 2,000 people per week. The newsletter links to Facebook and Twitter each with an average of 5,000 viewers.

Website

Your business name, logo, and link will be placed on a permanent and prominent part of our website.

On Site At Market

Your business will be included on a permanent folding sign next to the information table at every market.

Promotional Material

Your business information will appear on all printed marketing materials.

Shop Early

Up to 5 employees from your business may shop early at the market.

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Sponsor Application for Main St Farmers Market



Thank you for your interest in sponsoring the Main St Farmers Market. We are very grateful for your support. Please fill out the application below and return it to your Main St Farmers Market contact. We will be in touch as soon as we receive your application with further details.

BUSINESS NAME:

ADDRESS:

CONTACT NAME:

PHONE NUMBER:

EMAIL ADDRESS:

Please select your chosen Sponsorship Level:

- Event Level - \$250
- Tilth Level - \$500
- Harvest Level - \$1,000

If you selected Event Level, please specify which event you would like to sponsor:

Thank you for your patronage. Please make checks out to *Main St Farmers Market*. We will contact you shortly to receive your logo for our website.

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