

Foothills Farmers' Market



Friends of the Market Program



Foothills Farmers' Market is the cornerstone of Cleveland County's rapidly growing local food movement. Our two market locations in Shelby provide a direct connection to more than 70 vendors with deep roots in Cleveland County and the surrounding region. Offerings include produce, beef, pork, poultry, lamb, fish, cheese, eggs, baked goods, herbal tea, honey, jams, jellies, marinades, wine, prepared foods, handmade crafts and more.



Farmers' Markets improve the economy, health, and quality of life within communities they serve. They make healthy foods accessible and affordable and they foster relationships among patrons, vendors and local businesses. Market efforts depend on support from local government, businesses and individuals to finance daily market operations, fund advertising, coordinate vendor recruitment, develop Market curriculum and activities, fund groundbreaking initiatives and organize community partnerships.

Our **Friends of the Market Program** provides an opportunity for local businesses to demonstrate their support of Foothills Farmers' Market in exchange for brand recognition and direct to consumer advertising. Our target audience of more than 6,200 individuals are committed to buying local and supporting Cleveland County's economy.

FFM is a 501(c)(3) non-profit, and all contributions are tax-deductible



Individual/Family \$30

Anyone with a personal commitment to Cleveland County's local food movement. Members receive access to special drawings, samples and events throughout the market season.

Community Organization/Small Business \$100

Any community organization, institution, or agency with an interest in enhancing the production and marketing of locally grown farm products or any small business with 10 or fewer employees that would like to demonstrate support of our effort to promote "buying local".

- Small business will receive a market decal, sponsorship certificate, and a listing on the FFM webpage for the 2018 season.



POP Club \$125

Supports the cost of POP Tokens for children to shop for fruits and vegetables at the market for one week. Sponsor will receive recognition at the market during the week they sponsor.

Roots \$250

Community Organization benefits listed above

- Business promoted on FFM Facebook page for one day (6000+ followers)

Stems \$500

Advertising opportunities include Roots benefits listed above plus:

- Business name and logo on Foothills Farmers' Market website for the 2018 Season.
- One sponsorship ad in weekly Market Newsletter with coupon option (2,400 contacts, you provide content)
- Logo displayed at City Pavilion throughout the 2018 Season.



Leaves \$1000

Advertising opportunities include Stems benefits listed above plus:

- Business logo in local print media promoting 2018 Season Opening
- Free booth space one Saturday to promote your business. (contact market manager to schedule)

2018 Season Sponsor \$2,500 (one available)

This unique opportunity provides an unparalleled opportunity for one business to support local foods and our local economy. In exchange for their generous donation:

- Large logo on market signage, banners and promotional materials produced for the 2018 season.
- Logo and hyperlink in weekly customer email (2,400 op-in recipients, approx. 45 emails per year)
- Recognition on our Facebook page for the 2018 season (6,200+ followers)
- Free booth space for up to 3 market dates.





Why Should You Become a Friend of the Market? For your health, your community and your economy!

For your health:

- A diet high in fruits and vegetables is associated with a decreased risk of heart disease, some forms of cancer, overweight and obesity.
- Research shows that eating food grown nearby, or growing it yourself, may lead you to consume more fresh fruits and vegetables.
- Buying from local farmers ensures the most nutritious, best tasting food possible.

For your community:

- Taking part in the Market encourages community interactions and strengthens bonds between friends, neighbors and those who grow your food.
- FFM is a certified local Market – “we grow what we sell”; everything sold comes from within 50 miles of Cleveland County.
- Market vendors and patrons donated over 4 tons of local food to Farmer FoodShare in 2015. The food was dispersed to those at risk for hunger in our community.
- We sponsor a "mock" Market at the Summer Community Math Academy each year to introduce math concepts utilized in shopping at FFM.
- Buying from Foothills Farmers' Market protects and preserves small, family farms which honors our heritage and enhances our rural county's quality of life.

For your economy:

- Local food movements are one of the fastest growing segments of the business sector.
- We manage 3 area Markets with more than 22,000 attendees throughout the season.
- Agriculture is the leading industry in Cleveland County, contributing \$149 million in sales annually.
- A dollar spent locally multiplies 6 times in our local economy. Shoppers spent an estimated \$324,198. at our Market in 2015.
- Studies across the nation have shown more than 60% of farmer's market shoppers visit nearby businesses on the same day.
- We offer card services (Debit and EBT) for the convenience of our customers.

Help us keep a vibrant local food system centered in our community!



Friends of the Market Commitment Letter

Sponsor Name (as you would like it to appear in promotional material):

Contact Name: _____

Address: _____

Contact Phone: _____

Contact Email: _____

Website address: _____

Please select your sponsorship level:

- Individual Family (\$30)
- Community Organization/Small Business (\$100)
- POP Club Sponsor (\$125)
- Roots (\$250)
- Stems (\$500)
- Leaves (\$1000)
- Season Sponsor (\$2,500)

Please note:

All Sponsors must remit payment by April 1, 2018 to receive full benefits.

Mail check to:

Foothills Farmers' Market
County Office Building
130 South Post Road, Suite 1
Shelby, North Carolina 28152

- You will receive a receipt and written confirmation of your donation at the address you provided above.
- Logo must be created by the Sponsor and provided no later than April 1, 2018 to receive full benefits. Submit to info@foothillsfarmersmarket.com
- Booth date and space will be assigned by the Market Manager. Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.) and removing all materials at the conclusion of their assigned Market Day.