



## Kingston Farmers' Market 2012 Sponsorship Opportunities

### Kingston Farmers' Market Board

Joseph Fitzgerald,  
President  
Bob Airhart, Vice President  
John DeNicolo, Treasurer  
Brea Bonfante, Secretary  
Jessica Applestone  
Karen Clark Adin  
Donna Brooks  
Beth Bengtson Gillis  
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Joel Neden  
Laura Spaey  
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Joan Quigley

February 2012

To Our Market Friends and Potential New Supporters,

Enclosed please find a list of our 2012 Sponsorship Opportunities. As the local food movement continues to gain traction and favor, **the Kingston Farmers' Market is a great place to increase awareness of your business while supporting a healthier community.** Since its inception in 2000, the Kingston Farmers' Market has become a major meeting place for the community to buy fresh food and produce while supporting regional farmers and businesses. It allows people to learn about food and nutrition, enjoy meaningful time with friends and family, get to know our local farmers and participate in children's activities. Sponsorship contributes to marketing and outreach by bringing people from all over the Hudson Valley Region and beyond to Kingston to enjoy our history, realize its salient points and patronize our local businesses.

We are very proud of our market, its growing attendance and the important role it plays in supplying local food for the community each year. This past year our Market:

- Drew crowds **averaging between 1,500 and 2,000 people per Saturday**
- Was **featured monthly in magazines** from Albany to New York City.
- Had **prime coverage in our local press** and on the **radio**
- Became a **year round market** with the launch of a Winter Market
- Established a **weekly e-newsletter** both of which let people know the highlights and spotlights for the upcoming weekend
- Kept our **website content fresh** with current happenings at the market and in the local community
- Evolved our **Facebook presence with ~400 fans**

As sponsorship levels fill quickly, please let us know your interest as soon as possible - **deadline is March 30<sup>th</sup>** to be included in all print materials. Please contact Board of Directors member, Beth Bengtson, with your level of interest at 845-417-8253 or email her at [info@kingstonfarmersmarket.org](mailto:info@kingstonfarmersmarket.org).

We look forward to a bountiful partnership!

Sincerely,

**The Kingston Farmers' Market Board**

**Sponsorship commitment is needed by March 30<sup>th</sup> to be included in all the print materials.**



## Kingston Farmers' Market 2012 Sponsorship Opportunities

Available 2012 sponsorship packages are as follows:

### **Full Garden (Co-Sponsorship with Ulster Savings Bank)**

**\$5,000+**

Exposure at the Full Market running from Memorial Day to Thanksgiving

- ✓ Credit in all media buys, promotions, flyers and print advertisement
- ✓ Recognition/Link on Kingston Farmers' Market official web site and in our weekly communications (e-KFM Newsletter and Facebook) as the series sponsor
- ✓ Recognition on permanent signage at the Market
- ✓ Opportunity to place a banner and company information at the Market Manager's booth throughout the season
- ✓ Potential to host a booth for market days depending on availability during the season

### ***Taken Health Alliance***

### **Flowering & Fruiting (Healthy Eating Series) \$2,500+**

~~Exposure at 12 events scheduled on the 2<sup>nd</sup> and 4<sup>th</sup> Saturdays of each month~~

~~The Kingston Farmers' Market will host twelve events focused on Healthy Eating with local nutritionists. Credit in event-related media buys, promotions, flyers and print advertisement~~

- ~~✓ Recognition/Link on Kingston Farmers' Market official web site and in our weekly communications (e-KFM Newsletter and Facebook) as the series sponsor~~
- ~~✓ Recognition on signage at the Market on the days of the series~~
- ~~✓ Signage at the Healthy Eating Booth on day of event~~
- ~~✓ Opportunity to have a table and distribute promotional materials on event days~~

### **Branching (Storytelling Series) \$1,000+ Taken Dr. Cingel, DDS**

~~Exposure at 6 events scheduled on the 3<sup>rd</sup> Saturday of each month~~

~~The Kingston Farmers' Markets will host the Storytelling Series organized by local story laureate Karen Pillsworth. This event is attended by many local families and their children.~~

- ~~✓ Recognition/Link on Kingston Farmers' Market official web site and in our weekly communications (e-KFM Newsletter and Facebook) as the Storytelling Series sponsor~~
- ~~✓ Banner placement on the Storyteller's platform on day of event~~
- ~~✓ Recognition on signage at the Market on the days of the series~~
- ~~✓ Opportunity to have a table and distribute promotional materials on event days~~

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## Kingston Farmers' Market 2012 Sponsorship Opportunities

### **Germination (Grand Events) \$500+ Per Event**

The Kingston Farmers' Market will host **five** major events in the 2011 season. Each event will have one sponsor for a maximum total of five grand event sponsors in the 2011 season:

- Opening Gala – May 26<sup>th</sup>
  - Corn Roast – July 21<sup>st</sup>
  - Kid's Day – August 4<sup>th</sup>
  - Senior Day – September 8<sup>th</sup>
  - Fall Festival – October 27<sup>th</sup>
- ✓ Credit in event-related media buys, promotions, flyers and print advertisement
  - ✓ Recognition/Link on Kingston Farmers' Market official web site in our weekly communications (e-KFM Newsletter and Facebook) as an event sponsor
  - ✓ Recognition on signage at the Market on the day of the event
  - ✓ Opportunity to have a table and distribute promotional materials on day of event

### **Seedlings \$250**

This form of sponsorship will garner your name or your company's name as an official sponsor. You will be listed on the:

- ✓ Kingston Farmers' Market official website and weekly e-KFM Newsletter with a link to your business
- ✓ Sponsorship Thank You board proudly displayed at each week's Market

### **Market Friend \$Open Donation**

- ✓ You will be listed as a Friend of the Market on the Kingston Farmers' Market official website

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Please contact Board of Directors member, Beth Bengtson, with your level of interest **by March 30<sup>th</sup>** at 845-417-8253 or email her at [info@kingstonfarmersmarket.org](mailto:info@kingstonfarmersmarket.org).

**Thank you for your support!**

**The Kingston Farmers' Market Board**

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