



OVER \$1,000

## HARVESTER

- Solo sponsor banner displaying only your company logo and verbiage for the whole season.
- 2 Custom designed, full color, 24 x 36, double sided signs with your company logo on display at the market for the whole season.
- Your business rack cards or postcards will be placed in all reusable bags sold at the market each week\*.
- Booth at the market on *Opening Day* as well as any other Saturdays of your choice during the year.
- Company name on our sponsor banner that is displayed at the market year round.
- Extra large logo on our sponsor page.
- Monthly exposure on our Facebook page.



\$1,000

## GROWER

- 2 Custom designed, full color, 24 x 36, double sided signs with your company logo on display at the market for the whole season.
- Your business rack cards or postcards will be placed in all reusable bags sold at the market each week\*.
- Booth at the market on *Opening Day* as well as 6 Saturdays of your choice during the year.
- Company name on our sponsor banner that is displayed at the market year round.
- Large sized logo on our sponsor page on website and social media.
- Monthly exposure on our Facebook page.



\$750

## PLANTER

- 1 Custom designed, full color, 18 x 24, double sided sign with your company logo on display at the market for the whole season.
- Your business cards or post cards will be placed in all reusable bags sold at the market each week\*.
- Booth at the market on 3 Saturdays of your choice during the year.
- Company name on our sponsor banner that is displayed at the market year round.
- Medium sized logo on our sponsor page on website and social media.
- Monthly exposure on our Facebook page.

# SUPPORT *the* FARMERS MARKET *and* HELP US GROW!



\$500

## SEED SOWER

- Booth at the market on 2 Saturdays of your choice during the year.
- Company name on our sponsor banner that is displayed at the market year round.
- Logo on our sponsor page on website and social media.
- Monthly exposure on our Facebook page.

\*\*Rack cards/postcards/  
business cards will need to  
be provided by the sponsor.\*\*



\$250

## SUSTAINER

- Company name on our sponsor banner that is displayed at the market year round.
- Logo on our sponsor page on website and social media.
- Monthly exposure on our Facebook page.



# *the* **WAXHAW FARMERS MARKET** *needs YOU!*

The Waxhaw Farmer's Market is a producers-only, non-profit organization. It was established to provide a venue for local farmers & vendors to sell farm-fresh produce & specialty items to the Waxhaw area. You will find local, seasonal produce every week. In addition to our regular Saturday markets, we will be hosting several vendor events at our market throughout the year as well. Shopping at our market means you are supporting our local farmers, and we truly thank you for your support.

The WFM is currently seeking sponsors for the **2023-2024** season. We are currently looking for sponsors to help support the market and our efforts to educate the community on healthy eating and sustainable growing practices. We are the center of commerce and a meeting place for the community every Saturday morning (*every other Saturday during the winter*) in Waxhaw.

Sponsorship contributions help us to maintain and improve our critical infrastructure and cover operational and personnel costs.

Sponsoring the market will give your business continual exposure in the Waxhaw-Union County area during our main market season, which runs weekly from April to December. As an extra bonus, we will include you as a sponsor during our Winter market, which runs bi-weekly from January to March. You will receive twelve months of advertising for less than the price of a one-time newspaper ad. An average market day has **more than 750 customers** who will be able to see the banner. Seize the chance to get your business in front of hundreds of farmers' market customers and online followers.

*From savoring produce at the peak of freshness to meeting the people who grow your food, there are countless reasons to support farmers markets. Here are just a few!*

### **1. Supporting your local farmers strengthens your community and local economy**

On average, only 10 cents of each food dollar returns to the farmer. The other 90 cents goes to corporations for packaging, marketing and transportation. Farmers who sell direct to consumers receive 80 cents of each food dollar—a needed economic boost during this time in our lives.

### **2. Freshly picked, in season produce is at peak flavor and nutrition**

Not only is buying locally an economic win for your community, but you benefit by getting to know your neighbors and eating fresher, healthier food. Win, win! Speaking of the more novel products one can find at a local market, be sure to approach each booth with a sense of adventure. They don't say variety is the spice of life for no reason.

### **3. Farmers markets offer foods that align with a healthy eating pattern**

Guidelines for a healthy eating pattern recommend getting a variety of food from all five food groups. These food groups include fruits, vegetables, grains, protein and

dairy (or dairy alternatives). Visit different booths for seasonal fruits and vegetables, as well as local grain, protein and dairy products so you can build a healthy plate. Don't forget, though, that a healthy relationship with food means enjoying treats. Whether they be sweet, salty or savory, these foods are especially delicious when you don't have to prepare them yourself.

### **4. Farmers often have recommendations for preparing their products**

If you're grabbing something fresh that requires preparation on your part, don't be afraid to chat with the vendor. Ask questions and share ideas for best cooking methods and favorite recipes. These little inquiries can be extra helpful when buying a product with which you're less familiar.

### **5. You can try a new fruit or vegetable!**

Speaking of the more novel products one can find at a local market, be sure to approach each booth with a sense of adventure. They don't say variety is the spice of life for no reason.

*We appreciate your sponsorship! Please fill out the attached sponsor form and return to your farmers market representative for processing.*

# Offering the freshest, local, seasonal produce to the Waxhaw area for 21 years!

**Market Mission:** The Waxhaw Farmers' Market was established in 2001 to promote direct marketing of farm products from the original producer to the consumer. The WFM is a "producers-only" market. Our vendors proudly grow and make all of their products locally. They come to the market to provide their customers fresh-from-the-farm goodness and our unique crafting of hand-made foods and specialty items. The goal of the corporation is to operate a Farmers Market in the Waxhaw area and support local farms as a viable part of the community. It is the market's mission to not only provide fresh, local food, foster the direct relationship between farmers and customers, but to enhance the quality of life in the local area by providing a community gathering location. The WFM strives to educate its customers on the benefits of quality fresh locally grown foods and healthy eating.

## Target Audience

Residents of Waxhaw and the surrounding areas in Union County

## Markets

April through December  
Every Saturday 9am - 12pm

January through March  
Every Other Saturday 10am - 12pm

## Consumer Reach

400 - 700+ customers weekly  
10,000 website views during 2022  
9,400 Facebook followers  
3,000 Instagram followers  
2,500 Newsletter subscribers  
35+ local vendors

Market Sponsorship Level		Program Sponsorship
<input type="checkbox"/> Harvester	over \$1,000	<input type="checkbox"/> General Market Support
<input type="checkbox"/> Grower	\$1,000	
<input type="checkbox"/> Planter	\$750	<input type="checkbox"/> *SNAP Match
<input type="checkbox"/> Seed Sower	\$500	
<input type="checkbox"/> Sustainer	\$250	

\*SNAP Match: Provides low-income families and individuals matching funds to increase access to local, healthy foods.

*\*Through your support, our non profit farmers market will be able to cover our operating costs so we can continue to provide a selling place for our local farmers, bakers, food/beverage vendors, crafters, entertainers, etc.\**

## Sponsorship Application:

Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Business website: \_\_\_\_\_

Social Media Sites: \_\_\_\_\_

### Payment Options:

- Mail check to: Waxhaw Farmers Market  
PO Box 343, Waxhaw, NC 28713
- Square Invoice: Market Manager will send an invoice to your email which can be paid by credit card (will include a 3% fee)

### Authorized Sponsor Signature:

WWW.WAXHAWFARMERSMARKET.ORG  
MARKETMANAGER@WAXHAWFARMERSMARKET.ORG