



FARM FRESH FULFILLMENT

Sponsorship Opportunities
2017 Season



OUR MISSION

The Bellevue Farmers Market supports small, local farms by providing a viable, vibrant marketplace for them to sell their farm-fresh product directly to consumers and providing a weekly event for urban residents that educates, nourishes, and fosters community.

OUR VISION

BFM is a catalyst for the most socially just, economically viable, and environmentally sustainable food system in our nation. Food producers thrive and their businesses expand in our region, all residents have access to farm fresh food, and the farmers markets build, nourish and inspire community.

2016 BY THE NUMBERS



25 weekly markets

51 vendors



39,384 market attendees



25 performances from local musicians



35+ market volunteers
418+ volunteer hours



1,300 pounds of food donated to food bank



3,285 acres of farmland preserved



48 hours of educational programming



13 non-profit orgs represented





HELP GROW YOUR COMMUNITY AND LOCAL ECONOMY

REACH A NEW AUDIENCE

- 1200-2000 people attend the market each week—over 35,000+ opportunities throughout the season to connect your business with the Bellevue community
- 22 markets—3:00-7:00 every Thursday May 18 to October 12th
- 2 booths donated every market to local nonprofits
- 7000+ followers and media reach

SUPPORT A MOVEMENT

- Provides jobs for 212 local farm and artisan business workers
- Supplies healthy and safe food to local communities
- Supports low-income families through SNAP doubling and educational outreach
- Provides a platform for local community groups to reach out
- Sustains local farmland

HOW TO GIVE

Contact Bellevue Farmers Market
Natalie Evans
fresh@bellevuefarmersmarket.org

Make checks payable to:
Bellevue Farmers Market
1717 Bellevue Way NE
Bellevue, WA 98004

MARKET SPONSORSHIP LEVELS



Seed: 250+ Seed sponsorship Includes name/logo on website with link, and mention in two newsletters.



Water: 500+ Water sponsorship includes name/logo on prominent market banner at the market's event tent, website with link, and mention in two newsletters. Water sponsors can distribute appropriate marketing materials at information booth



Soil: 1,000+ Soil sponsorship includes a one time 10x10 complimentary booth space at market, name/logo on prominent market sign at market's information booth, the website with link, and two newsletter mentions. Soil sponsors can distribute appropriate marketing materials at information booth. BFM staff will work with soil sponsors to determine the best market presence.



Sprout: 3,000+ Sprout sponsorship includes a one time 10x10 complimentary booth space at market, name/logo recognition on the prominent 20 ft banner at market entrance, the website with a link, and three newsletter mentions.

Sponsorship includes one market day specifically designated to recognize sprout sponsor's organization/company's support for BFM. Sprout sponsors can distribute appropriate marketing materials at information booth. BFM staff will work with sprout sponsors to determine the best market presence.



Sun: 10,000+ Sun sponsors will be named as a primary sponsor on all online platforms and print materials including newsletters, promotional pamphlets, and five 20 foot banners —1 hung at market entrance and 4 around the city before and during the season. Sponsorship includes three market days specially designated to recognize sun sponsor's organization/company's support for BFM and three 10x10 complimentary booth stalls throughout the season. BFM staff will work with sun sponsors to determine the best market presence.



MARKETING SPONSOR

Help BFM reach new audiences and spread the word about fresh, local food and fun at the market through radio, print, and online marketing streams! The Exclusive Marketing Sponsor will receive the following benefits:

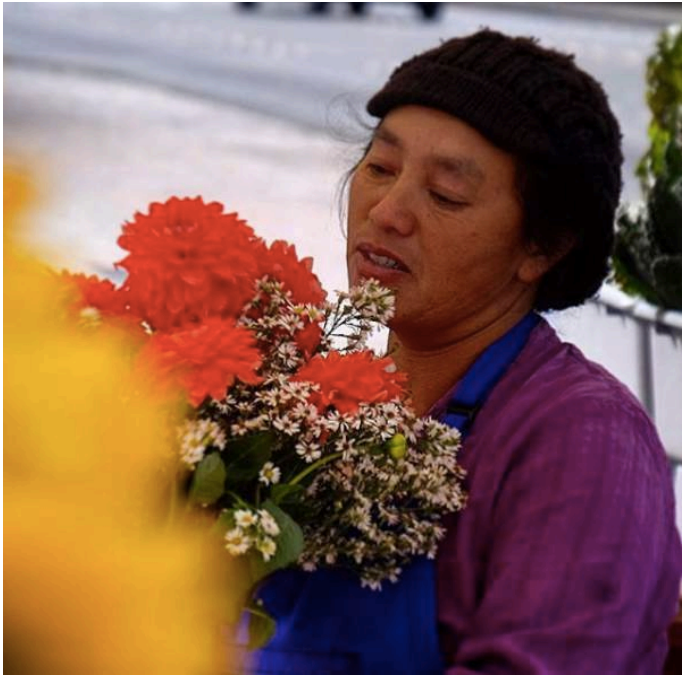
- \$2,000 exclusive sponsorship includes 20ft street banner branding “Presented by _____.”
- Logo placement on website with links, 2 email newsletters and marketing materials.
- Sponsor’s promotional materials displayed at Information Booth and community events outside of market days.
- Opportunities to host promotional events at market
- Sponsorship includes a one time 10x10 complimentary booth space at market. Date to be coordinated with BFM Staff.

EVENTS SPONSOR

BFM is more than just a place to shop for great food—it is a community hub for great music and educational demonstrations. The Exclusive Events Sponsor will receive the following benefits:

- \$2,500 exclusive sponsorship includes branding “Event Tent Presented by ____.”
- Logo prominently featured on Market Event Booth signage, visible during events, and in photographs of market to be shared through social media.
- Logo placement on the website and marketing materials.
- Sponsors promotional materials displayed at the Information Booth.
- Opportunities to host promotional events at market
- A featured article in the e-newsletter, website and Facebook page.





OTHER OPPORTUNITIES

- Host a fundraising event
- In-kind donations as prizes for events and raffles (gift certificates, travel vouchers, big-ticket prizes)
- Dine-out nights. Donate a percentage of sales from one day at your business to BFM
- Special Market Product. Donate a percentage of sales from a product to BFM. (i.e. "Farmers Market Salad")
- Volunteer your time (specialty help and general labor help needed)
- Fresh Bucks: Want your funds to go directly to doubling SNAP dollars for our low-income shoppers at the market? Choose the amount you would like to donate and email fresh@bellevuefarmersmarket.org. All sponsorship level benefits apply based on the amount donated.

**FIND
OUT
MORE** www.bellevuefarmersmarket.org