



# Fort Ben Farmers Market

Fort Ben Cultural Campus 8920 Otis Ave. Lawrence, IN 46216

Sponsorship Opportunities 2023





# About us

The purpose of the Historic Fort Ben Farmers Market is to provide a platform for local growers and vendors to sell healthy and creative products, a space for local artists to share their talents, and an opportunity for our community to experience all there is to offer.

The Historic Fort Ben Farmers Market is founded in the belief that the open marketplace provides the most beneficial means of exchange between vendors and consumers. It is a safe place for all people regardless of gender, religion, ethnicity, or sexual orientation.

Join us every Thursday from 4pm until 7pm, June through the first week of October at the Fort Ben Cultural Campus. Not only will you enjoy the fresh produce and entertainment from local vendors and artists, but you can also experience the first permanent installation of Musical Swings.



## Why Sponsor?

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- 19 market days averaging over 200 customers each week
- Local products from Farmers, Gardeners, Butchers, Bakers and Artisans
- 25 + vendors showcasing fresh produce, food products, plants, flowers, soaps and apothecary items, craft spirits, artisan products and crafts
- Local live music and events
- SNAP, WIC and Fresh Bucks

WARREN COTTAGE  
WARREN  
\$4 / Pint  
Tomatoes



## Your sponsorship supports the market and...

- Enhances the quality of life in the City of Lawrence by providing access to fresh, locally grown produce for all income levels
- Provides alternative marketing opportunities to local agricultural and local artist
- Fosters food education
- Creates social gathering and interaction within our Lawrence community

# Why align your brand with the Fort Ben Farmers Market?

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## Reach Shoppers All Season

The Fort Ben Farmers Market is open every Thursday from the first week of June to the first week of October. For the last 7 years, the Fort Ben Farmers Market has provided a community with a thriving marketplace for local food producers to sell directly to customers who enjoy the many benefits of local food. More than 25 small businesses participate, strengthening the local economy.

## Support Community and Food Security

Community sponsorships make it possible for us to fund events like Fall Fest, Back to School days, Music at the Market, Kids Tokens and promote programs such as SNAP and Fresh Bucks, that increase food access in our community.

## Connect with Conscious Buyers

Sponsoring the FBFM demonstrates that your company values sustainability, local food access, healthy lifestyle, entrepreneurship, and economic development.

Aligning your brand with our farmers markets you are communicating to consumers that you care.

## Make A Difference Locally

By supporting us, you support farmer livelihoods, the local food system, and help make healthy local food available to everyone. We need your financial support to continue to provide delicious, healthy local food to our entire community. We invite you and your organization to join us and take advantage of this opportunity to expand access to healthy food, promote the local economy, and support a thriving and healthy community all season.





# Market Signature Sponsor

## \$5,000 (1 available)

- 5 dedicated Facebook posts
- Large logo and hyperlink included on FBFM website
- 10' x 10' booth space with opportunity to distribute promotional materials at 5 Fort Ben Farmers Markets
- Logo included on all Farmers Market marketing materials (fliers, posters)
- Listed co-host on FBFM Facebook event page
- Logo Included on reusable shopping bags distributed at markets

# Market Sustainer \$1,000 (unlimited)

- 3 dedicated Facebook posts
- Medium sized Logo and hyperlink included on FBFM website
- 10' x 10' booth space with opportunity to distribute promotional materials at 3 Fort Ben Farmers Markets
- Logo included on all Farmers Market marketing materials (fliers, posters)





# Market Advocate \$500 (unlimited)

- 1 dedicated Facebook post
- Small sized Logo and hyperlink included on FBFM website
- 1 time 10' x 10' booth space with opportunity to distribute promotional materials



# Market Friend \$100 (unlimited)

- 1 time 10' x 10' booth space with opportunity to distribute promotional materials



# Sponsorship Opportunities



|   | <b>Market Signature Sponsor \$5k</b>  | <b>Market Sustainer \$1k</b>   | <b>Market Advocate \$500</b> | <b>Market Friend \$100</b> |
|--|---|--|------------------------------|----------------------------|
| <b>10' x 10' booth space with opportunity to distribute promotional materials (table, chair &amp; tent not included)</b> | 5 days  | 3 days   | 1 day                        | 1 day                      |
| <b>Dedicated Facebook Post</b>   | 5 times   | 3 times  | 1 time                       |                            |
| <b>Logo and hyperlink included in market website</b>   | Large   | Medium   | Small                        |                            |
| <b>Logo on included on all Farmers Market marketing materials (fliers, posters)</b>                                      |   |  |                              |                            |
| <b>Listed co-host on FBFM Facebook event page</b>  |  |  |                              |                            |
| <b>Logo Included on reusable shopping bags distributed at markets</b>  |  |  |                              |                            |





For more information on Sponsorship Opportunities please contact Cori Korn, Chief of Staff at [ckorn@cityoflawrence.org](mailto:ckorn@cityoflawrence.org)

Thank you for your support! We look forward to a partnership!

