



2020 Business Sponsorship Package

Since 2008, the Mercer Island Farmers Market (MIFM) has been connecting farmers, consumers, and the Island business community to create a valuable, sustainable community asset. With over 2,000 visitors per week, MIFM continues to be a strong platform for both community engagement and establishing connections to Washington State producers and artisans. Our weekly music program is the envy of many a farmers market - entertaining visitors of all ages with outstanding, interactive performances, and creating a venue to support local musicians.

MIFM is a 501(c)(3) non-profit organization whose operating budget is offset by vendor fees, business sponsorships, and individual donations. MIFM relies on a small paid staff with volunteer assistance to operate during the year. Oversight is provided by a volunteer Board of Directors.

To keep the farmers market you love open and thriving, we need your support. Our operating costs continue to grow, and with the failure of Prop 1 in 2018, we have the added (and expensive) burden of hiring help to safely close the road on Sundays. Your sponsorship is key to keeping the market alive!

Here's why a 2020 MIFM sponsorship makes sense for your business:

- **Reach:** On each Market day, between 2,000 and 6,000 customers visit the Market. The Market operates regularly from June to September, with a special Harvest Market in November (18 Markets total).
- **Repetition:** Most customers attend more than 10 markets per season; this is a great opportunity to introduce and reinforce your brand to a loyal audience.
- **Traffic:** The Market's convenient location within the town center delivers foot traffic to local businesses on Market days, and the interactions businesses have with their customers at and around the Market creates connections that last well beyond any given Sunday.

We offer 4 different sponsorship packages - Friend (\$250), Bronze (\$500), Silver (\$1000), and Gold (\$2500) - giving you the opportunity to support the Market in the way that's best for you and your organization. The following chart describes the benefits of each package. *If you have additional ideas in mind to promote your business, we're happy to discuss them with you.*

MIFM Sponsorship Levels & Benefits	Friend \$250	Bronze \$500	Silver \$1000	Gold \$2500
<p>SOCIAL MEDIA: Your business or organization will be included on MIFM’s weekly Facebook/Instagram post as a Sponsor of the Week, Program, or Season.</p>	✓	✓	✓	✓
<p>WEBSITE/COMMUNITY OUTREACH: Name displayed on MIFM website’s Sponsor Page, with a live link to your website or Facebook page. Sponsors will also be noted in MIFM community outreach (letters/emails) and annual Mercer Island Reporter ad.</p>		✓	✓	✓
<p>SIGNAGE: Name and logo of Sponsor posted at the MIFM information Booth.</p>		✓	✓	✓
<p>SPONSOR OF THE WEEK: For one Sunday, have your own booth, provided by the Market and staffed by your personnel, to promote your business or organization. In-booth offerings are subject to Market Manager approval. Not available to staff a booth? You can be a sponsor of the hospitality tables instead!</p>			✓	✓
<p>SPONSOR OF A PROGRAM: “Adopt” a program such as Children’s Activities, Master Gardeners, Music, or Hospitality (where patrons can sit, eat, and talk). Your business name will be associated with the Program visually with a banner or other signage for the entire MIFM season.</p>				✓

Mercer Island Farmers Market

2020 Sponsor Profile Form

Company Name	
Company Address	
Company Phone	
Email Address	
Contact Person/Phone	
Contact Person Email	
50 Word Description of Company (for promotional purposes). Please include website link.	
Sponsorship Level Desired	
For Silver & Gold Sponsors: <u>When</u> would you like to be Sponsor of the Week? (See calendar on next page. First come, first served!)	

Mercer Island Farmers Market 2020 Calendar

June	July	August	September	November
7	5	2	6	22
14	12	9	13	
21	19	16	20	
28	26	23	27	
		30		

Market Location

7700 SE 32nd St.

Mercer Island, WA 98040

(North end of Mercerdale Park)



To become a sponsor:

- Contact the Mercer Island Farmers Market Manager, Jackie Clough, at 206.235.1185 or info@mifarmersmarket.org.
- Send your completed application to info@mifarmersmarket.org or via snail mail to MIFM, PO Box 71, Mercer Island, WA 98040.

After confirming your sponsorship with the Marketing Manager:

- Send a check payable to "MIFM" to MIFM, PO Box 71, Mercer Island, WA 98040
- Email a high-resolution PNG or JPEG of your business logo to info@mifarmersmarket.org.

Thank you so much for your support!

*** Please retain a copy of this packet for your records ***

The Mercer Island Farmers Market is a 501(c)(3) non-profit organization.

Tax ID number: 27-1955433