



## 2017 SPONSORSHIP OPPORTUNITY

We are pleased to present the 15<sup>th</sup> Birmingham Farmers Market Season! The 2017 market will be held for 26 weeks on Sundays from May 7 through October 29. As you undoubtedly know, our market is one of Birmingham's favorite events, highly regarded throughout Michigan, and welcomes an average of 3,000 attendees every week.

The Market is funded primarily by the Birmingham Shopping District, with private contributions from local businesses and patrons. We need your support to continue this Birmingham tradition!

A sponsorship is a great way to get your company's message to thousands of people of all ages! Birmingham Farmers Market patrons are primarily from the Birmingham and Bloomfield area. Farmers Market patrons frequent area businesses, and they represent one of the top demographic profiles in southeast Michigan. As a sponsor, your message will be advertised and publicized in key media outlets.

Creating a festive and sophisticated gathering, the Market brings the community together on a regular basis among live music, flowers, fruits and vegetables, freshly prepared foods, children's activities and more. Special event weekends like the annual Corn Festival, Harvest Festival and End of Season Celebration bring even more patrons with special activities and additional promotion.

A complete list of sponsorship opportunities is attached. To secure the maximum benefits for your sponsorship through signage and press materials, we will need a **firm commitment by March 1, 2017**. If you are interested in supporting this event or have any questions please contact Lori Rondello at The Birmingham Shopping District, 248-530-1200 or [LRondello@bhamgov.org](mailto:LRondello@bhamgov.org).

Thank you in advance for your support!

***The Birmingham Farmers Market Committee***

## **BIRMINGHAM FARMERS MARKET --- Sponsorship Opportunities**

### **Presenting Sponsor (two Available) - \$5,000**

#### *Category Exclusivity*

- Company logo in a prominent position on signage at the Market and on promotional posters
- Company logo on all advertising/collateral material as presenting sponsor
- Company name in press releases
- Company name on [www.BirminghamFarmersMarket.org](http://www.BirminghamFarmersMarket.org)
- Opportunity to display brochures at a sponsor information table
- Use of one space for entire season of 26 weeks (allows for 10' x 10' canopy)

### **Market Master - \$2,500**

#### *Category Exclusivity*

- Company logo in a prominent position on signage at the Market and on promotional posters
- Company logo on all advertising/collateral material as a lead sponsor
- Company name in press releases
- Company name on [www.BirminghamFarmersMarket.org](http://www.BirminghamFarmersMarket.org)
- Opportunity to display brochures at a sponsor information table
- Use of one space for half season – 13 weeks (allows for 10' x 10' canopy)

### **Market Enthusiast - \$1,000**

- Company name included prominently in all advertising
- Company name on signage at the Market
- Company name on [www.BirminghamFarmersMarket.org](http://www.BirminghamFarmersMarket.org)
- Use of one space for sponsor's choice of four out of five special events scheduled during the season (allows for 10' x 10' canopy) – Opening Day, Chef Clash Sunday, Corn Festival, Harvest Festival, End of Season Celebration

### **Market Friend - \$500**

- Company or personal name on signage at the Market
- Company or personal name on [www.BirminghamFarmersMarket.org](http://www.BirminghamFarmersMarket.org)
- Company or personal name in one “thank you” post via social media

### **Market Weekly Booth Sponsor - \$150/Week (minimum of 4 weeks, subject to approval)**

- Use of one market booth space per week (allows for a 10' x 10' canopy)
- Company name on [www.BirminghamFarmersMarket.org](http://www.BirminghamFarmersMarket.org)

### **Market Business Sponsor - \$100**

- Company name on [www.BirminghamFarmersMarket.org](http://www.BirminghamFarmersMarket.org)

### **In-Kind Sponsor – Value: at least \$1,000 in goods or services**

- Company logo in appropriate advertisements and signage
- Company name on [www.BirminghamFarmersMarket.org](http://www.BirminghamFarmersMarket.org)



### 2017 Season Sponsorship

Yes, we want to sponsor the Birmingham Farmers Market!

- Please check sponsorship level:
  - \_\_\_\_\_ Presenting Sponsor @ \$5,000
  - \_\_\_\_\_ Market Master @ \$2,500
  - \_\_\_\_\_ Market Enthusiast @ \$1,000
  - \_\_\_\_\_ Market Friend @ \$500
  - \_\_\_\_\_ Market Weekly Booth Sponsor @ \$150/Week – 4 week minimum
  - \_\_\_\_\_ Market Business Sponsor @ \$100
- \_\_\_\_\_ We will provide in kind services. Please describe in detail and quantity.

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- Please email Company Logo in jpeg format (when appropriate) to: [info@ALLINBirmingham.com](mailto:info@ALLINBirmingham.com).
- Enclosed is our check in the amount of \$\_\_\_\_\_. (Payable to *Birmingham Shopping District*)

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

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

For more information, call: **Lori Rondello** – Birmingham Shopping District 248-530-1200

Please mail to:

Birmingham Farmers Market, 151 Martin Street, Birmingham, MI 48009

Email: [info@ALLINBirmingham.com](mailto:info@ALLINBirmingham.com)

Fax: 248-530-1246