

BETHLEHEM Farmers' Market

Bethlehem's first and longest running local/producer-only farmers' market!

Lehigh University's "Bethlehem Farmers' Market" operates solely as a community service for Southside Bethlehem. We operate to address the food desert issue plaguing community residents, offer a place for the community to engage and interact, educate the community about nutrition, promote non-profit and community partners, and act as an economic incubator for small businesses and farms in the Lehigh Valley.

MAY 4 - OCTOBER 26, 2017

**THURSDAYS
11 AM TO 3 PM**



2017 Season Sponsorship Opportunities
Help us support our community



Sponsoring the Bethlehem Farmers' Market

2017 Season – May 4 through October 26, 2017

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1. **Our Mission**

The Bethlehem Farmers' Market, owned and managed by Lehigh University, operates solely as a community service for Southside Bethlehem. We operate to address the food desert issue plaguing community residents, offer a place for the community to engage and interact, educate the community about nutrition, promote non-profit and community partners, and act as an economic incubator for small businesses and farms in the Lehigh Valley.

2. **Our Market**

The Bethlehem Farmers' Market is seasonal, taking place each Thursday, May through October. The 2017 market will be held:

Every Thursday

May 4 – October 26, 2017

11 AM – 3 PM (Live music 12 – 2 PM)

Farrington Square (Intersection of New and Morton Streets in Southside Bethlehem)

We are a proud member of Buy Fresh Buy Local Greater Lehigh Valley. This means that our market is a producer-only market (vendors must make what they sell, locally sourced ingredients strongly encouraged) AND they must be local (from the Greater Lehigh Valley). We encourage our vendors to accept SNAP benefits and those who can, do!

Each year our 12+ vendors offer: Fresh, local produce (typically both organic and chemical-free), fresh non-GMO meats and eggs, fresh baked breads and pastries, vegan baked goods, peanut butter, cupcakes and desserts, lunch items, flowers, and more!

Connect with us!

Website: www.bethlehemfarmersmarket.com

Facebook: www.facebook.com/BethlehemFarmersMarketPA

Instagram: www.instagram.com/bethlehemfarmersmarket

Market Manager: Carley Cain

E-mail: bethlehemfarmersmarket@gmail.com

3. Why Sponsorship is Necessary

Short answer? Running a not-for-profit farmers' market is expensive! The Bethlehem Farmers' Market is currently able to operate as a community service because it operates through Lehigh University. This generous support enables us to NOT charge for vendor spots, to pay our musicians and our market manager, pay for the City fees associated with inviting two "food trucks" to park on the street in front of the market, and pay for a few marketing materials – as budget allows.

But there is SO MUCH MORE we can be doing with and for our Southside community! Even after 10 years in our location, many Southside residents are still unfamiliar with the market. With the help of sponsors like you, we can reach out to our community AND educate them on the benefits of farmers' markets – including where they can use SNAP benefits!

2017 Season Goals:

- (1) *To increase marketing and promotions to the Southside residents!* By reaching out to our community and meeting with organizations such as the Hispanic Center of the Lehigh Valley, Via, WIC office, United Way, and more, we hope to spread

knowledge of the market. We feel that there are still residents who are either not aware of us, or feel intimidated by the location and by farmers' markets in general – viewing them as elitist establishments. But as like most markets, our vendors who are able, accept SNAP and FMNP vouchers. We would like to increase vendor participation in these programs AND increase promotions to the public that these options are available! We hope to do this through marketing materials that focus on promoting the market itself, our SNAP vendors, AND create materials translated into Spanish and possibly other languages.

(2) *To implement children's educational programming!* We hope to implement children's programming and special events in the summer to educate children on fresh produce in a fun way through: demonstrations/vegetable and fruit samples/educational activities/a passport program where they visit and talk to each farmer and receive a prize or token for completion/etc. By educating children, we help improve the health of our community and increase foot traffic from parents – thereby helping our farmers and vendors succeed as well!

In short, your support will help us to continue (and improve!) our efforts to: stimulate the local economy, preserve farmland and rural livelihoods, increase access to fresh food, and support a healthy Southside community! In return – we can help grow your business!

4. Sponsorship Levels (2017)

Many small businesses get their start at markets like ours. By acting as a small business incubator, we're helping improve the region's economy. We also hope that our efforts will bring more businesses to the Southside and revitalize our community for the betterment of all!

Become a sponsor and we can help GROW your business as well!

The Herb Garden (\$200)

The Benefits you Receive!

- Logo on our website and in our newsletter footer
- Facebook and Instagram shout-outs once a month thanking and listing all of our sponsors
- The option to display your business's marketing materials on our market welcome table
- One guaranteed "community table" during the course of the season – no sales permitted, but may be used to promote your business to the hundreds of potential market visitors!

The Veggie Patch (\$500)

The Benefits you Receive!

- Logo on our website and in our newsletter footer
- Facebook and Instagram shout-outs once a month thanking and listing all of our sponsors
- The option to display your business's marketing materials on our market welcome table
- One guaranteed "community table" during the course of the season – no sales permitted, but may be used to promote your business to the hundreds of potential market visitors!
- Logo on the back of this season's t-shirt!
(Handed out at Taste festival (or similar event) and at the market!)
- A spotlight of your business or organization in our newsletter
- A spotlight post on our Facebook page

The Orchard (\$1000)

The Benefits you Receive!

- Logo on our website and in our newsletter footer
- Facebook and Instagram shout-outs once a month thanking and listing all of our sponsors
- The option to display your business's marketing materials on our market welcome table
- One guaranteed "community table" during the course of the season – no sales permitted, but may be used to promote your business to the hundreds of potential market visitors!
- Logo on the back of this season's t-shirt!
(Handed out at Taste festival (or similar event) and at the market!)
- A spotlight of your business or organization in our newsletter and on Facebook.
- Mention in weekly market announcement @12 noon – thanking all Orchard level sponsors
- One FREE ad on a Lehigh University bus – which transports hundreds of students a day – For the ENTIRE season!
- One FREE ad on the Mail Center and Bookstore TV's for your business – For the ENTIRE season!

Our Social Media Reach



2,372 + and growing fast!



1,180 + and growing fast!



302 + and growing fast!

All sponsors are also spotlighted with a Thank You poster at any and all outside events that the market may attend each season - such as Taste, and VegFest.

5. Sponsorship Return Form

Company Name:	Contact Person, Name and Title:
Address:	
Phone Number:	E-mail:
Company Web Address:	
Sponsorship Level: (please circle one) The Herb Garden (\$200) The Veggie Patch (\$500) The Orchard (\$1000)	
_____ Signature	_____ Date:
_____ Printed Name	
Please make checks payable to "Lehigh University" and mail to: Monika I. Samuelsson Lehigh University Business Services 516 Brodhead Ave, Bethlehem PA 18015	
Please send corporate logo to: mos513@lehigh.edu OR bethlehemfarmersmarket@gmail.com	
For more information about the Bethlehem Farmers' Market, please contact our market manager, Carley Cain, at: bethlehemfarmersmarket@gmail.com	