

BETHLEHEM
Farmers'
Market

2018

**SPONSORSHIP
OPPORTUNITIES**



ABOUT

We're Bethlehem's first and longest running local, producer-only farmers' market! Bethlehem Farmers' Market, owned and managed by Lehigh University, operates solely as a non-profit, seasonal community service for Southside Bethlehem that:

- addresses our community's food desert issue
- offers a place for community engagement and interaction
- educates the community about nutrition
- promotes non-profit and community partners
- acts as an economic incubator for small businesses and farms in the Lehigh Valley

FRESH. LOCAL. TOGETHER.

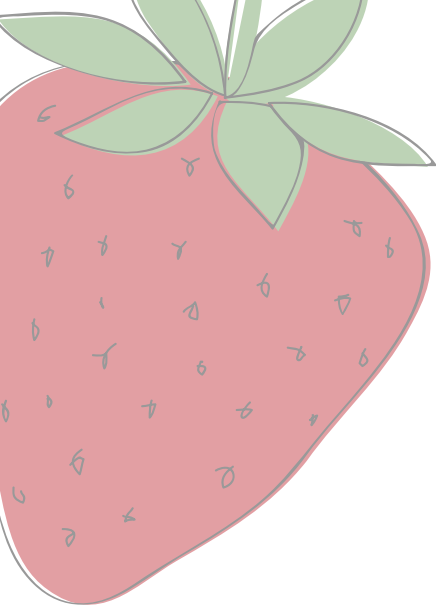
Bethlehem Farmers' Market takes place each and every Thursday 11am-3pm, May through October at Farrington Square on New and Morton Streets in Southside Bethlehem.



We are a proud member of Buy Fresh Buy Local Greater Lehigh Valley. As a result, our market is a **producer-only market** meaning vendors must make what they sell, preferably use locally sourced ingredients and be local. We also encourage vendors to accept SNAP benefits and those who can, do!

Annually our 12+ vendors offer fresh, local produce and products, ranging from vegetables and fruits to baked breads and pastries, vegan food, peanut butter, desserts, lunch items, flowers and more.

For more information, please contact us.



SAY YES TO FRESH!

Buy saying "Yes" to sponsorship, you're also saying "Yes" to FRESH. As a non-profit community service, Bethlehem Farmers' Market depends on generosity from individuals and businesses like you. From offering complimentary vendor spots to compensating our musicians, paying City fees for food trucks, producing marketing materials and more, any level of support helps us ensure that we are engaging and educating our community about the benefits of farmers' markets and fresh, local foods.

GARDEN SPONSOR

\$200

5 SPOTS

- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market table
- Logo on this season's promotional giveaway

FARM SPONSOR

\$500

3 SPOTS

- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market table
- Logo on this season's promotional giveaway
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo on marketing materials including newsletter

HARVEST SPONSOR

\$1000

2 SPOTS

- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market table
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo on marketing materials including newsletter
- Logo on this season's promotional giveaway
- Ad placement or spotlight in newsletter
- Guaranteed monthly mentions across all Bethlehem Farmers' Market social networks





This year, Bethlehem Farmers' Market is thrilled to offer an exclusive opportunity for one sponsor that believes in the power of fresh, local food, AND MUSIC! Throughout the season visitors and guests can enjoy live music and performances from local artists, centrally located in Farrington Square. By sponsoring this season's series, you're not only reinforcing the sustainability of our market, but enabling us to support local artists through compensation and contribute to the already flourishing Southside Arts District.

ORCHARD SPONSOR \$3500

1 SPOT

- Exclusive sponsor of "The Orchard," Bethlehem Farmers' Market entertainment series featuring 25 live performances by local artists
- Logo on banner displayed at performance area
- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market table
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo on marketing materials including newsletter
- Prominent logo placement on this season's promotional giveaway
- Ad placement or spotlight in newsletter
- Guaranteed monthly mentions across all Bethlehem Farmers' Market social networks





This year, Bethlehem Farmers' Market is thrilled to offer an exclusive opportunity for one sponsor that believes small businesses, health and wellness, education and the arts strengthen the economic vitality of Southside Bethlehem. For more than a decade, Bethlehem Farmers' Market has served as a community resource to small businesses, farmers, artists, community organizations, low-income families, children and more. From fresh produce to handmade products, live music, special programming, partnerships and more, Bethlehem Farmers' Market serves as a vehicle to better engage and educate our community. Your support will ensure that Bethlehem Farmers' Market operates at peak efficiency and efficacy in meeting our mission this season and for years to come.

PRESENTING SPONSOR \$5000

1 SPOT

- Exclusive sponsor of Bethlehem Farmers' Market in all advertising and communications
- Logo on banner/street signage displayed for duration of season (commit by April 6)
- Spotlight post across all Bethlehem Farmers' Market social networks
- Ad placement and spotlight in newsletter
- (1) ad on 4 Lehigh University transit buses for duration of season
- (1) ad on Mail Center & Bookstore TV for duration of season
- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market table
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo placement on marketing materials including newsletter
- Leading logo placement on this season's promotional giveaway
- Guaranteed monthly mentions across all Bethlehem Farmers' Market social networks



BETHLEHEM Farmers' Market



I say "YES" to FRESH! Count me in for the following Sponsorship:

- GARDEN
- FARM
- HARVEST
- ORCHARD
- PRESENTING

NAME

DATE

BUSINESS/ORGANIZATION

ADDRESS

CITY, STATE, ZIP

EMAIL

PHONE

Please return form by email to Carlos Barata, Market Manager at BethlehemFarmersMarket@gmail.com no later than April 10, 2018.