



2017 Charlevoix Farmers Market - Opportunities



OUR MISSION: Charlevoix Farmers Market exists to bring our whole community to the heart of the city to experience healthy living; including shopping for and eating the best local produce, meats and fine artisan baked goods, while learning more about health as a family. The Market sponsors events to help educate the children and public while providing space for quality family time on a regular basis as well as supporting our local growers and cooks in an effort to help incubate small businesses.

Bringing families together in 'Charlevoix the Beautiful' is a privilege and joy, every Thursday.

The Farmers Market hopes to grow every week with help from friends in our community. We will be able to reach more families with healthy foods when we fill these opportunities:

Junior Marketeer Program

Field trips spring and fall, bring hundreds of children to the market annually. We give them a take-home bag filled **with local trinket donations**, please consider what you might like to add. Our 'Marketeer' attendance program rewards 100 faithful attendees with one-dollar tokens for attending 4 times, **please consider a one-time gift of \$100.**

Supplies for the Jr. Marketeer take-home crafts - **need a donor @ \$100**

Event Sponsors - Nine main event days need radio promotion, posters, door prizes, etc. **Your \$300 to \$500 donation** will enable us to accelerate attendance and reach more families. In trade, the Market will add your sponsorship to our webpage and social media (Facebook, Instagram & Twitter) plus be on our bulk email promotions. We will provide a table for your promotions, banner space and microphone time, as well as your logo on the flyers and mention on the radio ads.

5/18 **Market Kick-Off!** - 5/25 **Dog Days of Spring** - 6/8 **Green Market Day**
6/29 **Healthy Fit Market Day** - 7/27 **Art in the Market** - 9/21 **Touch the Tractor**
9/14 **Hardworking Heroes** - 10/26 **Pumpkin Painting** - 11/21 **Holiday Market Finale!**

Music Sponsors - Weekly or Seasonal donations to live music at the Market would be greatly appreciated! Your name will be posted with the musician "Today's Music sponsored by _____". **Consider increments of \$100 to include your name/brochures with the musician for 1 week.**

Prescription for Health funding, whereby school nurses, local health dept, and wellness center patrons receive a 'Prescription for Health'. Namely a script for \$60-\$100 in market tokens with the goal of getting fresh foods and easy, healthy recipes to the family kitchen each week for 4-6 weeks. This program is proven to get more fresh veggies onto the plates of children and their families in Washtenaw county, and we would like to replicate it here in Charlevoix 2018.

Prescription for Health donations are recommended in \$1000 increments, which would help ten families during summer. Of course any gifts between \$500 - \$10,000 are certainly welcome.

Individual one-time items that need funding:

New Signage - The Market needs new highway banners this year - **\$500.**

Road signs printed at Screen Masters.

Main Event Days need 10 road signs at \$16 each - **\$160.**

Your logo may be on printed on the lower-right corner

Brochures/Rack Cards printed for local distribution - **\$600 total, or any \$100** increment.

In-Kind Gift Sponsors - gifts of advertising; printing costs; children's craft and science supplies; drinking water; children's gift bag items; and door prizes for any of the Main Events.

A hardy utility wagon to haul market gear from the pavilion. It will **duo as a service cart to help people get their groceries to the car. \$150**

Ten ball caps for Friends of the Market volunteers to be easily identifiable as public helpers. **(\$150)**

One dollar Market coupons to give to the petunia planting volunteers for their service. **(\$100 - \$150)**

The Farmer's Market needs a well equipped first aid kit. **(\$50)**

Friends of the Charlevoix Farmers Market

Friends are needed weekly to help with head counts. Road signs. Set up. Take down.

The Token Booth. Public 'dot' surveys. On Event days, even more hands are needed.

Day Sponsors - A Water bottle fundraiser is ongoing weekly, your gift of **\$100** will enable the Market to 'give away' water whereby shoppers may make a donation to the Junior Marketeer program for crafts and supplies.

If you would like us to allocate your donation on the 'most needed' item(s)

Cash gifts of these amounts are much appreciated:

Wagon load: \$500 - Bushel Basket \$250 - Garden Basket \$100

Thank you in advance for your consideration - this is going to be our best year ever!

Please call to chat, we are happy to hear your suggestions - Chris Leese (231) 330-0968

Email: ChxFarmersMarket@gmail.com so we can discuss what works best for you!

The attached form will help us track your donation and give you the recognition you deserve.



2017 Charlevoix Farmers Market - Donation Form



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Donor Name _____

Company Name _____

Address _____

Phone _____ **Email** _____

Website _____

Amount donated _____ **Date Rec'd** _____ **Check #** _____

Filling the Need(s) _____

On Market Date/Event _____

The Market will, in turn _____

(Circle all that apply) Provide table/space - Banner Space - Bulk Email Promo - Social Media Promo (Facebook/Twitter/Instagram) - Microphone time - Logo on print media - Mention on Radio 'Sponsored by' Sign saying: _____

Other details _____

