



# Sedalia Area Farmers' Market

In the Nucor Pavilion on the Missouri State Fairgrounds!

## Sponsorship Investment Opportunities

Contact: Bev Rollings, Treasurer, 660-851-6801

[beverly@rollingsarchitects.com](mailto:beverly@rollingsarchitects.com)

### Why align YOUR brand with the Sedalia Area Farmers' Market?

- **Build Customer Loyalty and Trust:** At the farmers' market, it's all about knowing who you're doing business with. Those relationships are priceless. Sponsoring Sedalia Area Farmers' Market testifies to your and your company's commitment to community growth and prosperity, economic development, sustainability, entrepreneurship, and the value of sourcing local.
- **Our Customers Are Your Customers:** Approximately 95% of our shoppers are from Pettis County. Our shoppers are diverse and care about the food they eat and the businesses they support. If you do business in Pettis County, your customers and future customers are here!
- **A High-Visibility Sponsorship Opportunity:** More personal than just a Facebook banner! You have a chance to interact with the customers, to learn THEIR stories, and to share YOUR story.

### Our Stats to Help Grow YOUR Stats:

- **At Market:** Up to 1,000 customers per day (weather & produce availability dependent)
- **Facebook Fan Page:** 10,000+ followers and growing every day!
- **Facebook Group:** 1,600+ members and growing every day!
- **Newsletter Email:** 1,300+ recipients each market day (sent the night before market)
- **Instagram Page:** 1,400+ followers and growing!

Sponsor candidates are evaluated and approved on an individual basis to ensure there is no direct conflict with our mission. Only one sponsor per day is permitted. Depending upon space availability, 501c3 non-profit organizations may exhibit at no charge. No political partisan sponsors permitted.

### Market Day Sponsorship Investment Opportunities Include:

- **Exclusive "Market Day Sponsor" 10' x 10' spot at main gate entrance to market.**
- Shoutout with your logo in the Market e-Newsletter with cross posts to FB/IG Group.
- Day before and Market day Facebook banner on OUR page with YOUR logo.

### Sponsorship Investment:

- High Season (June until Missouri State Fair): \$75.00/day
- Shoulder Season (May (excluding opening day), mid-August through October): \$50.00/day

*Make checks payable to "Sedalia Area Farmers' Market." Investment payment is due on or before your sponsor day. Logos (jpg or png format) must be received via email ([sedaliaareafarmersmarket@gmail.com](mailto:sedaliaareafarmersmarket@gmail.com)) a minimum of one week in advance of your sponsored day to allow time to prepare social media banner(s).*



## Market Day Sponsor Application Form

[www.SedaliaAreaFarmersMarket.com](http://www.SedaliaAreaFarmersMarket.com)

(660) 851-6801

[sedaliaareafarmersmarket@gmail.com](mailto:sedaliaareafarmersmarket@gmail.com)

### Applicant Information

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_

Product/Service Sold: \_\_\_\_\_

Address: \_\_\_\_\_

*Street Address*

*City*

*State*

*ZIP Code*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Desired Sponsorship Date(s): \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

### Your Business Web/Social Media Presence (Please provide all that apply)

Website: \_\_\_\_\_

Facebook Page Name(s): \_\_\_\_\_

Instagram Handle: \_\_\_\_\_

Twitter Handle: \_\_\_\_\_

Other social media: \_\_\_\_\_

\_\_\_\_\_ I understand that my preferred sponsorship dates are subject to availability and that only one sponsor is permitted each market day unless the market board gives prior approval.

\_\_\_\_\_ I understand that I must provide company logo in jpg or png format to [sedaliaareafarmersmarket@gmail.com](mailto:sedaliaareafarmersmarket@gmail.com) at least one week in advance of the desired first sponsored day to allow adequate time for social media banner artwork preparation.

\_\_\_\_\_ I understand that I may not serve food from the sponsor's booth, and that market hours are from 3:00 p.m. to 6:00 p.m. (We recommend arriving by approximately 2:30 p.m. to set up sponsor's booth.)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for partnering with us! Please make checks payable to: Sedalia Area Farmers' Market, Inc.