



Dear Potential Sponsor,

The Berryville/Clarke County Farmers' Market operates on a small budget supporting an array of operating expenses that include insurance, signage, materials, marketing/promotions, and more. While vendor fees meet our base expenses, we are hoping to expand the market appeal and visitorship, which is why in 2017 we are launching a community sponsorships program to augment our music and entertainment, skill demonstrations and workshops, and community support programs.

Your sponsorship of the market will not only help you reach market shoppers who frequent the Market and Berryville/Clarke County businesses, it also supports regional agriculture, local small business and the overall health of our community residents. You will also ensure that we keep this weekly source of fresh, healthy food thriving in Berryville.

Thank you for considering a sponsorship of the market. This year we have three different sponsorship levels that run for the duration of the season, approximately 26 weeks:

	Level 1	Level 2	Level 3
your logo and link on our website for the season	X	X	X
your logo in promotions like our weekly email (currently reaches 474 subscribers)	X	X	X
monthly promotion via our Facebook page (1258 followers and growing)	X	X	X
plus full day sponsorship of a musician – your short message will be read aloud 3 times during the market from the music tent		X	X
Select your sponsorship day (limit 3 sponsors/day)			X
Be the ONLY sponsor of a day of your choosing, your message will be read five times during the market. A banner with your logo will be flown at the music tent through the season.			X
Sponsorship Fee	\$75	\$250	\$700



Berryville/Clarke County Farmers' Market Sponsorship Application

<http://www.clarkecountyfarmersmarket.com/>
manager@clarkecountyfarmersmarket.com

PO BOX 1266
Berryville, VA 22611

Sponsor Information:

Organization Name*: _____

**as you would like it to appear on event website and promotional materials*

Contact Person: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____

Short message to be read aloud (Levels 2 and 3): _____

Please select your sponsorship level below:

- Level 1: \$75 - 250** Your logo and link on our website for the season and in promotions like our weekly email. Monthly promotion of your business via our Facebook page.
- Level 2: \$250 – 700** All Level 1 incentives, plus a full day sponsorship of a musician – your short message will be read aloud three times during the market from the music tent.

Level 3: \$700 and above All Level 1 and 2 incentives, but as the ONLY sponsor of a day of your choosing. Your message will be read five times during the market and a banner with your logo will be flown at the music tent through the season.

Please return this form by email or postal mail with a check corresponding to your selected sponsorship level.