



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, management, entertainment, events and more. While vendor fees meet our base expenses, we are hoping to expand the market appeal and patronage, which is why in 2024 we are continuing our 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, but will also support 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 five different sponsorship levels that run for the duration of the season, approximately 26 weeks. Sponsorship options include:



Foundation Sponsor \$1000

Your generous donation will support Market operations, capital costs and Market based special events and will be acknowledged with:

All benefits included in the levels below plus.....

- 10X10 Booth space once a month at the Clarke County Farmers' Market.



Harvest Sponsor \$750

Your generous donation will support Market operations and Market based special events and will be acknowledged with:

All benefits included in the levels below plus.....

- Be the ONLY sponsor of a day of your choosing and a banner/signage to include your logo will be displayed through the season at each market. We will include a highlighted writeup about your organization (if provided) in our weekly newsletter the week prior to your attendance at the market.
- A Vendor Gift Card Thank You bag to be used at the market throughout the season.



Farmer Sponsor \$500

Your generous donation will support Market operations and Market based special events and will be acknowledged with :

All benefits included in the levels below plus.....

- Full day sponsorship of an event (petting zoo, face painting, etc.)
- A highlighted social media post will be made the week prior to your event sponsorship, including a link to your business website.
- Banner/Signage with your logo will be displayed at the event booth for the day.



Farmhand Sponsor \$250

Your generous donation will support Market operations and will be acknowledged with:

All benefits included in the levels below plus.....

- Full day sponsorship of a musician – a short message about your organization will be highlighted in our weekly newsletter the week prior to the market day of this sponsorship. You may also provide literature to be handed out at the market tent.
- Signage for business windows "Proud Sponsor of the CCFM" provided.



Garden Sponsor \$100

Your generous donation will support Market operations and will be acknowledged with:

All benefits included in the levels below plus.....

- Your logo and link to your online website will be included on our website for the season.
- Monthly promotion via our Facebook/Instagram pages (~6000 followers and growing).
- Your logo will be included in market promotions like our weekly email (currently reaches ~500 subscribers).



Friend of the Market \$ _____

Choose your own dollar amount contribution to support the Clarke County Farmers' Market and we will add your name to a list of contributors on the CCFM website and our weekly newsletter.



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 for marketing purposes (Levels 2 and 3): _____

Please select your sponsorship level below:

- **Level 1-Foundation Sponsor \$1000:** All Level 2-6 incentives, plus 10X10 Booth space once a month at the Clarke County Farmers' Market.
- **Level 2-Harvest Sponsor \$750:** All Level 3-6 incentives, plus be the ONLY sponsor of a day of your choosing. A highlighted writeup will appear in the weekly newsletter and a banner/signage with your logo will be displayed through the season. A Vendor Gift Card Thank You bag to be used at the market throughout the season.
- **Level 3-Farmer Sponsor \$500:** All Level 4-6 incentives, plus a full day sponsorship of an event (face painting, petting zoo). A banner with your logo will be displayed for the day. A highlighted social media post will be made the week prior to your event.
- **Level 4-Farmhand Sponsor \$250:** All Level 5 and 6 incentives, plus a full day sponsorship of a musician – a short message about your organization will be highlighted in our weekly newsletter the week prior to the market day of this sponsorship. You may also provide literature to be handed out at the market tent. "Proud Sponsor of the CCFM" signage package provided.
- **Level 5-Garden Sponsor \$100:** Level 6 incentive plus your logo and link on our website for the season and in promotions such as our weekly email. Monthly promotion of your business via our Facebook/Instagram pages (~6000 followers).
- **Level 6-Friend of the Market \$_____:** We will add your name to a list of contributors on the CCFM website and newsletter.

Please return this form by email or postal mail with a check corresponding to your selected sponsorship level to PO Box 1266, Berryville, VA 22611. Payments can also be made through Paypal to manager@clarkecountyfarmersmarket.com

If you would like your logo displayed in our weekly newsletter and on our website, please forward a high- resolution JPEG image to manager@clarkecountyfarmersmarket.com.