



January 25, 2024

Dear Community Partners,

The Franklin Farmer's Market would like to invite you and other community minded companies to assist with our goal of a successful Farmer's Market. We hope to do this, in part, through your sponsorship.

The Market is located at 210 S. Main Street in downtown Franklin, next to the Visitor's Center at the Farmer's Market Pavilion.

The Market grand opening is Saturday, April 20, 2024 until third Saturday in November. Saturday hours will be from 9:00 am to 12:00 pm. The summer Wednesday afternoon Market will run from Wednesday, April 24, 2024 until the second Wednesday in November from 4:00 pm to 7:00 pm. There will be additional specialty markets throughout the season.

Our continued goals this year are:

1. Engage with local businesses and organization, such as hospitals, restaurants, YMCA, our local culinary arts programs in our schools, Garden Club, 4H, Virginia Department of Agriculture Extension office, animal shelter and library. We hope through networking with these organizations, we will make our community a health, happy and more civic minded place to live.
2. Educate the public about where their food comes from, how it is grown and the benefit of healthy eating and exercise.
3. Promote and support our local farmers who grow their own produce. Give local entrepreneurs making handcrafted or specialty products a venue to market them. Our goal is to work towards growing both vendor and customer base.

Our continued needs this year are:

1. To promote and market our Farmer's Market through advertising such as signage and media.
2. To feature entertainment at our Wednesday afternoon Market and Specialty Markets.
3. Beautification of our market during the season feature specialty markets during the holiday season.
4. Feature cooking demonstrations by local chefs and possibly promote a farm to table meal.

SPONSORSHIP LEVELS

“Bronze Sponsor” - \$100

Bronze Sponsor Benefits

- ❖ Business Name and Logo included in specified printed advertisements as a BRONZE Sponsor
- ❖ Opportunity to place company flyers or business cards on the Market table
- ❖ Inclusion in all Thank You promotions – Including “Bronze Sponsor Group” social media posts

“Silver Sponsor” - \$250

Silver Sponsor Benefits

- ❖ Business Name and Logo included in specified printed advertisements as a SILVER Sponsor
- ❖ Opportunity to place company flyers or business cards on the Market table
- ❖ Inclusion in all Thank You promotions – Including “Silver Sponsor Group” social media posts
- ❖ Inclusion in all print and radio advertisements, as well as a listing as a sponsor on our onsite banner

“Gold Sponsor” - \$500

Gold Sponsor Benefits

- ❖ Business Name and Logo included in specified printed advertisements as a GOLD Sponsor
- ❖ Opportunity to place company flyers or business cards on the Market table
- ❖ Inclusion in all Thank you promotions as the Main sponsor on all social media posts
- ❖ Inclusion in all print and radio advertisements, as well as a listing as a sponsor on our onsite banner as the Main sponsor
- ❖ Opportunity to set up at our specialty markets throughout the year

If you wish to support the Market through sponsorship, checks can be made payable to:

Franklin’s Farmers Market
City of Franklin-Dept. of Tourism
207 W. 2nd Avenue
Franklin, Virginia 23851

We would like to thank you for your consideration of sponsorship for our 2024 Franklin Farmer’s Market season. We would be happy to answer any questions you may have and we look forward to hearing from you.

Sincerely,

A’Risha Jones
A’Risha Jones
Tourism Manager
City of Franklin
(757) 562-8506
ajones@franklinva.com

Sponsorship Registration

Business Name:

Mailing Address:

Contact Number:

Email Address:

Contact Person:

Franklin's Market on Main Sponsorship Level:

Gold - \$500 _____

Silver - \$250 _____

Bronze - \$100 _____

****Please submit a high-resolution logo to ajones@franklinva.com****

Checks and registration forms can be mailed to:

"City of Franklin – Attn. Tourism" 207 W 2nd Ave, Franklin, Virginia 23851

Questions or concerns can be directed to A'Risha Jones at ajones@franklinva.com or (757) 562-8506