BECOME A SPONSOR
AT HENDERSONVILLE FARMERS MARKET

WHO WE ARE + WHAT WE DO

Hendersonville Farmers Market (HFM) is operated by the 501c3 nonprofit Friends of Downtown Hendersonville. As a producer-only market, everything sold at HFM is offered by the farmers and artisans who help sustain the culture, economy, and environment of our region. By facilitating a direct relationship between these producers and the community, HFM contributes to the success of local growers and entrepreneurs, expands access to farm-fresh foods, and creates a vibrant and diverse gathering place in the Historic Seventh Avenue District.

Sponsorships represented 40 percent of our annual budget in 2020, which was our inaugural year.

WHY ALIGN YOUR BRAND WITH HFM?

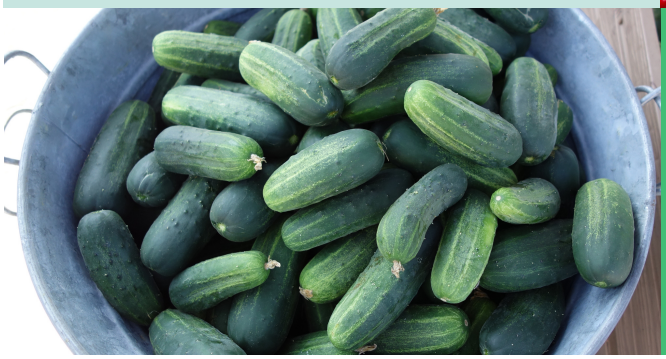
Build Customer Loyalty And Trust: Sponsoring HFM testifies to your company's commitment to community growth and prosperity, localism, sustainability, economic development, and entrepreneurship.

Our Customers Are Your Customers: Our customers are consistent with the demographic makeup of Hendersonville at-large. If you do business in Hendersonville, your customers are here!

A High-Visibility Sponsorship Opportunity: More personal than just a Facebook banner! You have a chance to interact with the customers throughout the market season.

"We love it. We appreciate it. We believe it strengthens local farmers and our community and we cannot wait for next year. Thank you for a professional, pleasant and profitable experience."

LOCAL VENDOR



"I loved meeting locals, listening to the live music, and getting delicious food. The SNAP program made it possible for me to buy fresh fruits and veggies to cook that I otherwise wouldn't. Everyone was always so kind and wonderful. I can't wait to come see y'all again when the Market reopens!"

REGULAR CUSTOMER

2020 AT A GLANCE
A GLIMPSE OF WHAT YOU CAN EXPECT

71 TOTAL VENDORS

21 REGULAR MARKETS

2 HOLIDAY MARKETS

$17,164 CASH VALUE TOKENS DISPENSED VIA CREDIT/DEBIT + **$9,942** CASH VALUE TOKENS DISPENSED VIA DOUBLE SNAP = **$27,106** CASH VALUE TOKENS DISPENSED

300 TOTAL VOLUNTEER HOURS

AN AVERAGE SATURDAY AT HFM

900 CUSTOMERS VISITING

30 VENDORS SELLING

$25 SPENT BY EACH CUSTOMER

36% CUSTOMERS VISIT WEEKLY

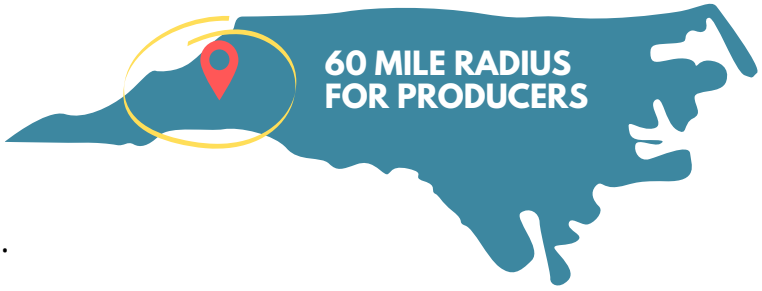
90% CUSTOMERS LIVE WITHIN 15 MILES OF DOWNTOWN

VENDORS

14 FIRST-TIME FOOD VENDORS

23 FULL SEASON VENDORS

85% VENDORS WITHIN HENDERSON CO.



Our customers choose to shop at HFM because of the variety and quality of products offered, and because they enjoy supporting local producers as well as the community atmosphere that the market provides.

ACCESS TO HEALTHY FOODS

SNAP benefits are exchangeable at the market for tokens. Thanks to regional partner Appalachian Sustainable Agriculture Project (ASAP), HFM was able to offer a Double SNAP program to eligible customers in 2020.

10 CUSTOMERS USED THE DOUBLE SNAP PROGRAM PER MARKET

$40 AVERAGE CASH VALUE DISPENSED PER SNAP TRANSACTION

SPONSORSHIP 2021
OPPORTUNITIES AND BENEFITS

PRESENTING SPONSOR - $5,000 (1 AVAILABLE)

- **Industry exclusivity**
- **Promotional booth** at any market days of your choosing throughout the season (no maximum)
- **"Hendersonville Farmers Market presented by..."** title and prominent logo placement on all promotional materials and advertising as well as quote/blurb in press releases
- **Bi-weekly dedicated social media posts** via e-newsletter, Facebook, Instagram, as well as permanent recognition on our website with a direct link
- **Company materials/information** placed at market Info Booth throughout the season
- **Customized employee volunteer opportunities** with volunteer t-shirts and market coupons
- **Weekly recognition** during market hours announced by entertainers
- **Speaking opportunities** at pre- and post-season vendor meetings as well as at special events

At this level, we work with you to customize the sponsorship to meet your goals.

COMMUNITY SPONSOR - $1,500 (3 AVAILABLE)

- **Promotional booth** at six market days of your choosing throughout the season
- **Company name and logo placement** on all promotional materials and advertising
- **Monthly dedicated social media posts** via e-newsletter, Facebook, Instagram, as well as permanent recognition on our website with a direct link
- **Company materials/information** placed at market Info Booth throughout the season
- **Customized employee volunteer opportunities** with volunteer t-shirts and market coupons
- **Weekly recognition** during market hours announced by entertainers

*This level can be specified to recognize your company as the sole "**Music Sponsor**" or "**Kids Zone Sponsor**" for the duration of the season.*

FARMERS MARKET SUSTAINER - $500 (5 AVAILABLE)

- **Promotional booth** at three market days of your choosing throughout the season
- **Company name** on all promotional materials and advertising
- **Bi-monthly dedicated social media posts** via e-newsletter, Facebook, Instagram, as well as permanent recognition on our website with a direct link
- **Customized employee volunteer opportunities** with volunteer t-shirts and market coupons
- **Weekly recognition** during market hours announced by entertainers

*This level can be specified to recognize your company as the sole "**Event Sponsor**" of any of our* Special Events *throughout the season, such as Tomato Festival, Pollinator Day, etc.*

FRIEND OF THE MARKET - $50 (UNLIMITED)

Would you like to make a donation to the market as an individual? Become a Friend of the Market! A little support goes a long way. In return, you get:

- **High-quality merchandise item of the year (TBD)**
- **Your name or family's name** listed on our website as a Friend of the Market

By-monthly or bi-weekly is defined as "every other" in this case rather than "twice per"

AGREEMENT FORM

FILL & SIGN

Sponsor Opportunity:

- ○ Presenting Sponsor: $5,000
- ○ Community Sponsor: $1,500
- ○ Farmers Market Sustainer: $500
- ○ Friend of the Market: $50

Sponsor Name: _____

Mailing Address: _____
Street *City* *State* *Zip*

Contact Name: _____
First *Last*

Email: _____ Phone: _____

I agree to be a 2021 Hendersonville Farmers Market Sponsor at the annual level indicated above. I understand that this sponsorship provides for the operational expenses of the event and that my business will be listed as one of the sponsors. I understand that sponsorship approval is on a first come, first served basis and that if my opportunity includes a promotional booth, it is up to the sponsor to provide any necessary materials for the booth. I agree to make full payment of the sponsorship fee with submission of this Agreement.

Authorized by (print): _____

Authorized by (signature): _____ Date: _____

Please submit completed agreement to Meredith Friedheim, Downtown Events Coordinator at mfriedheim@hvlnc.gov. Checks can be made out to Friends of Downtown Hendersonville and can be mailed or dropped off using the following address: Downtown Hendersonville (ATTN: Meredith Friedheim), 125 5th Avenue W, Suite 200, Hendersonville, NC 28792. For any questions, contact Meredith Friedheim at 828-233-3205.