



Elgin Farmer Market Sponsorships Opportunities

Founded in 2000, the Elgin Farmers Market (formerly the Elgin Harvest Market) is a seasonal and weekly outdoor farmers market. The Elgin Farmers Market strives to provide the Elgin community with a weekly event destination that provides residents and visitors the opportunity to purchase locally grown produce and other specialty goods.

Run by the Downtown Neighborhood Association of Elgin, the Elgin Farmers Market strives to create a thriving Downtown environment and ensure economic stability within the heart of Elgin.

The Elgin Farmers Market takes place every Friday from 3:00pm to 7:00pm during the months of June until October along S. Grove Ave, between DuPage Court and Fulton St in downtown Elgin.

As a sponsor, we work with you to develop your presence at our market by becoming an integral member of our market community. Benefits to your company will include visibility at our market, signage throughout the Market Season, being highlighted in our email newsletters, a noted presence in our social media outlets, and your company's logo on our website!

Sponsorship contributes to our success of the market, from staffing our market, establishing funds for print and social media advertising, event permit costs, market entertainment, general market supplies and more.

\$8500 PRESENTING SPONSOR (1)

Sponsor Benefits

Marketing & Logo Promotion

- Company logo included on all signage; general print advertising and digital media, which includes print advertising (e.g. flyers, posters, brochures.), event signage posted during Elgin Farmers Market Season, and electronic marketing (e.g. Downtown Elgin website, social media pages, e-newsletters)
- Company logo featured on Elgin Farmers Market promotional items (market shopping bag, t-shirts, etc).
- Company to be listed as presenting sponsor (Downtown Elgin Farmers Market – Presented by....) in all promotional mentions and marketing materials.
- Promotion across our social media platforms, including but not limited to; Facebook, Twitter, and Instagram.
- (19) Promotional banner ads in the DNA's Downtown Neighborhood News Top 10 weekly e-newsletter reaching no less than 6,000 people weekly.
- Weekly Facebook mentions on the Downtown Elgin Farmers Market Facebook and Elgin Farmers Market Reoccurring Event Page
- Ability to have a seat on the Farmers Market Committee and provide insight and direction to the success of the market

Participation in Events

- Face-to-face interaction with shoppers during event for 19 weeks of the market season
- Premium Farmers Market booth space for 19 weeks of the market season.
- Booth, table and (2) two chairs to be provided by the Downtown Neighborhood Association of Elgin
- Opportunity to distribute promotional materials at the market
- Opportunity to become a Radio Guest Spot during the Elgin Farmers Market Season on local radio station WRMN 1400

\$5000 PLATINUM SPONSOR (2)

Sponsor Benefits

- Company logo included on all signage; general print advertising and digital media, which includes print advertising (e.g. flyers, posters, brochures.), event signage posted during Elgin Farmers Market Season, and electronic marketing (e.g. Downtown Elgin website, social media pages, e-newsletters)
- Company to be listed as platinum sponsor in all promotional mentions and marketing materials.
- Promotion across our social media platforms, including but not limited to; Facebook, Twitter, and Instagram.
- (19) Promotional banner ads in the DNA's Downtown Neighborhood News Top 10 weekly e-newsletter reaching no less than 6,000 people.

- Weekly Facebook mentions on the Downtown Elgin Farmers Market Facebook and Elgin Farmers Market Reoccurring Event Page
- Opportunity to become a seat on the Elgin Farmers Market Advising Committee

Participation in Events

- Face-to-face interaction with shoppers during event for 19 weeks of the market season
- Premium Farmers Market booth space for 19 weeks of the market season.
- Booth, table and (2) two chairs to be provided by the Downtown Neighborhood Association of Elgin
- Opportunity to distribute promotional materials at the market
- Opportunity to become a Radio Guest Spot during the Elgin Farmers Market Season on local radio station WRMN 1400

\$2500 GOLD

Sponsor Benefits

Marketing & Logo Promotion

- Company logo included on all signage; general print advertising and digital media, which includes print advertising (e.g. flyers, posters, brochures.), event signage posted during Elgin Farmers Market Season, and electronic marketing (e.g. Downtown Elgin website, social media pages, e-newsletters)
- Company to be listed as gold level sponsor in all promotional mentions and marketing materials
- Promotion across our social media platforms, including but not limited to; Facebook, Twitter, and Instagram.
- (19) Promotional banner ads in the DNA's Downtown Neighborhood News Top 10 weekly e-newsletter reaching no less than 6,000 people.
- Weekly Facebook mentions on the Downtown Elgin Farmers Market Facebook and Elgin Farmers Market Reoccurring Event Page

Participation in Events

- Face-to-face interaction with shoppers during event for 19 weeks of the market season
- Elgin Farmers Market booth space for 19 weeks of the market season.
- Booth, table and (2) two chairs to be provided by the Downtown Neighborhood Association of Elgin
- Opportunity to distribute promotional materials at the market

\$1000 SILVER

Sponsor Benefits

Marketing & Logo Promotion

- Company logo included on all signage; general print advertising and digital media, which includes print advertising (e.g. flyers, posters, brochures.), event signage posted during Elgin Farmers Market Season, and electronic marketing (e.g. Downtown Elgin website, social media pages, e-newsletters)

- Company to be listed as silver level sponsor in all promotional mentions and marketing materials.
- Promotion across our social media platforms, including but not limited to; Facebook, Twitter, and Instagram.
- (10) Promotional banner ads in the DNA's Downtown Neighborhood News Top 10 weekly e-newsletter
- Weekly Facebook mentions on the Downtown Elgin Farmers Market Facebook and Elgin Farmers Market Reoccurring Event Page

Participation in Events

- Face-to-face interaction with shoppers during event for 10 weeks of the market season
- Elgin Farmers Market booth space for 10 weeks of the market season.
- Booth, table and (2) two chairs to be provided by the Downtown Neighborhood Association of Elgin
- Opportunity to distribute promotional materials at the market

\$500 BRONZE

Sponsor Benefits

Marketing & Logo Promotion

- Company logo included on all signage; general print advertising and digital media, which includes print advertising (e.g. flyers, posters, brochures.), event signage posted during Elgin Farmers Market Season, and electronic marketing (e.g. Downtown Elgin website, social media pages, e-newsletters)
- Company to be listed as bronze level sponsor in all promotional mentions and marketing materials.
- Promotion across our social media platforms, including but not limited to; Facebook, Twitter, and Instagram.
- (5) Promotional banner ads in the DNA's Downtown Neighborhood News Top 10 weekly e-newsletter

Participation in Events

- Face-to-face interaction with shoppers during event for 5 weeks of the market season
- Elgin Farmers Market booth space for 5 weeks of the market season.
- Booth, table and (2) two chairs to be provided by the Downtown Neighborhood Association of Elgin

\$25 - \$100 FRIENDS OF THE MARKET – INDIVIDUALS SPONSOR

Sponsor Benefits

Marketing & Logo Promotion

- Recognized as individual sponsor on print advertising (e.g. flyers, posters, brochures) and electronic marketing (e.g. Downtown Elgin website, social media pages, e-newsletters)