



## Downtown Elgin Farmers Market 2023 Sponsorship Opportunities

Elgin's Seasonal Outdoor Farmers Market

### WHY SUPPORT THE ELGIN FARMERS MARKET?

Sponsoring the Downtown Elgin Farmers Market shows that your company shares in the mission of creating a thriving downtown. The Market is a weekly destination that entices visitors with unique experiences, access to fresh local foods and live entertainment within the bike and pedestrian-friendly area of Downtown Elgin.

**High Visibility Opportunity:** Face to face interaction with potential customers is priceless. During an average season over 16,000 attendees shop the market which is close to 1,000 customers each week. A typical market day brings both new customers as well as repeat visitors. Sponsoring the Market offers opportunities to meet potential new customers and build strong relationships with them over repeat visits.

**Establish Relationships within our Community:** The Downtown Elgin Farmers Market is held on Friday's in the afternoon, typically from 3:00pm to 7:00pm. This year we are starting a 'First Friday' where the market's hours will begin at 3:00 PM-8:00 PM on the first Friday of each month (June 2, July 7, and August 4). Customers see the Market as a way to shop for local goods and produce, support local businesses and connect with friends and family before kicking off their weekend in Downtown Elgin. Many meet up at the market to do their shopping and stay to take advantage of the market's proximity to local establishments, including retail shops, restaurants and bars.

**Diverse Customer Base:** The Market customer base reflects the diverse population of the City of Elgin and beyond. Data shows the Market attracts shoppers from over fifteen (15) area codes outside of the Elgin area.

**Philanthropy:** The Downtown Elgin Farmers Market offers LINK MATCH market tokens for any individual with a LINK Card (food stamps) to have access to fresh local foods. Through this program, LINK Card users earn additional tokens to shop with when they use their LINK Card to purchase fresh food at the market. Through an additional partnership, an additional value will be given to LINK Card holders this year.

# 2023 Downtown Elgin Farmers Market Sponsorship Packages

## **PRESENTING SPONSOR \$8,500 (minimum)**

*(One spot available)*

- Company listed as the “Presenting Sponsor” (Downtown Elgin Farmers Market – Presented by...) in all promotional mentions and marketing materials
- Company logo included on all signage and print advertising (such as flyers, posters, banners, and on-site signage)
- Company logo and link included in electronic marketing (such as on the Downtown Elgin website, social media pages and email campaigns)
- Company logo featured on promotional items (applicable to new inventory purchased for 2022 season)
- Promotions on DNA social media platforms including Facebook, Twitter, and Instagram.
- Ability to have a seat on the Farmers Market Committee and provide insight and direction to the success of the market.
- Booth space for the entire market season providing you the opportunity to have face-to-face interaction with shoppers during event for the entire market season (18 weeks minimum)
- Booth table and two chairs to be provided and set up by Market staff

## **PLATINUM SPONSOR - \$5,000**

- Company listed as “Platinum Sponsor” in all promotional mentions and marketing materials
- Company logo included on all signage and print advertising (such as flyers, posters, banners, and on-site event signage)
- Company logo and link included in electronic marketing (such as on the Downtown Elgin website, social media pages and email campaigns)
- Promotion on DNA social media platforms including Facebook, Twitter, and Instagram
- Ability to have a seat on the Farmers Market Committee and provide insight and direction to the success of the market
- Booth space for the entire market season providing you the opportunity to have face-to-face interaction with shoppers during event for the entire market season (18 weeks minimum)
- Booth table and two chairs to be provided and set up by Market staff

## **GOLD SPONSOR - \$2,500**

- Company listed as “Gold Sponsor” in all promotional mentions and marketing materials
- Company logo included on all signage and print advertising (such as flyers, posters, banners, and on-site event signage)
- Company logo and link included in electronic marketing (such as on the Downtown Elgin website, social media pages and email campaigns)
- Promotion on DNA social media platforms including Facebook, Twitter and Instagram
- Booth space for the entire market season providing you the opportunity to have face-to-face interaction with shoppers during event for the entire market season (18 weeks minimum)
- Booth table and two chairs to be provided and set up by Market staff

## **SILVER SPONSOR - \$1,000**

- Company listed as “Silver Sponsor” in all promotional mentions and marketing materials
- Company logo included on all signage and print advertising (such as flyers, posters, banners, and on-site event signage)
- Company logo and link included in electronic marketing (such as on the Downtown Elgin website, social media pages and email campaigns)
- Promotion on DNA social media platforms including Facebook, Twitter, and Instagram
- Booth space for 10 dates during market season providing you the opportunity to have face-to-face interaction with shoppers during the Market
- Booth table and two chairs to be provided and set up by Market staff

## **BRONZE SPONSOR - \$500**

- Company listed as “Bronze Sponsor” in all promotional mentions and marketing materials
- Company logo included on all signage and print advertising (such as flyers, posters, banners, and on-site event signage)
- Company logo and link included in electronic marketing (such as on the Downtown Elgin website, social media pages and email campaigns)
- Promotion on DNA social media platforms including Facebook, Twitter, and Instagram
- Booth space for 5 dates during market season providing you the opportunity to have face-to-face interaction with shoppers during the Market
- Booth table and two chairs to be provided and set up by Market staff

## 2023 Downtown Elgin Farmers Market Sponsorship Commitment

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Business Website: \_\_\_\_\_

### SPONSORSHIP LEVEL SELECTION

- Presenting Sponsor - \$8,500
- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Friend of the Market - \$50 to \$100

Secure your sponsorship today! Complete and mail this form with payment to:

Downtown Neighborhood Association of Elgin

31 S. Grove Ave, Suite 100

Elgin, IL 60120

*For an electronic invoice email [info@downtownelgin.com](mailto:info@downtownelgin.com)*