

## Jonesborough Farmers Market Sponsorship Program - 2024

JFM is seeking sponsors for the 2024 season. Located in Downtown Jonesborough, JFM is a producer-only market run by Jonesborough Locally Grown, a 501(c)3 non-profit. This season will run for 24 weeks from May 4<sup>th</sup> to October 26<sup>th</sup> (except Jonesborough Days and National Storytelling Festival weekends) on Saturdays from 8 am to 12 pm behind the Courthouse in Downtown Jonesborough. The 2023 season saw over 9,000 patrons throughout the season, averaged 25 vendors each week, and saw just over \$200,000 in vendor-reported sales.

**Please return this form and payment to Boone Street Market (101 Boone St. Jonesborough, TN 37659) by April 1<sup>st</sup>, 2024. Make checks payable to Jonesborough Farmers Market or Jonesborough Locally Grown.**

### Market Sponsor Opportunities:

Allow us to purchase necessary supplies/equipment; cover incentive program and JFM token administrative fees; and compensate staff. Many incentive programs are geared towards low-income patrons and families.

- Platinum** - \$1,000+
  - Business name/logo displayed as a sponsor at the market entrance
  - Professional sponsor banner displayed at the Information Booth each week\*\*
  - Recognition on our website ([www.jonesboroughlocallygrown.org](http://www.jonesboroughlocallygrown.org)), on social media three (3) times, and in the e-newsletter three (3) times throughout the season
  - Free booth to promote business at the market on up to three (3) days by reservation\*
- Gold** - \$500
  - Business name/logo displayed as a sponsor at the market entrance
  - Recognition on our website, on social media two (2) times, and in the e-newsletter two (2) times throughout the season
  - Free booth to promote business at the market on up to two (2) days by reservation\*
- Silver** - \$250
  - Business name/logo displayed as a sponsor at the market entrance
  - Recognition on our website, on social media one (1) time, and in the e-newsletter one (1) time throughout the season
- Bronze** - \$100
  - Business name/logo displayed as a sponsor at the market entrance and recognition on our website
- Music Sponsor Opportunity** - \$2,000

This sponsorship allows us to pay musicians/bands providing a wonderful market atmosphere at a higher rate than normal.

  - Business name/logo displayed as a sponsor at the market entrance
  - Professional sponsor banner displayed at music tent each week\*\*
  - Recognition on our website, on social media three (3) times, and in the e-newsletter three (3) times throughout the season
  - Free booth to promote business at the market on up to three (3) days by reservation\*
- 'Farm, Fresh, Fit' Walking Program Sponsor Opportunity** – various; amount: \$ \_\_\_\_\_

The walking program awards \$5 to each participant to be used on fresh produce, mushrooms, and herbs at JFM. Vendor feedback includes increased sales not only from this program, but cash as participants use the tokens to purchase some produce and cover the rest with cash. The 2023 season averaged 133 participants per week, and over \$15,000 was returned to farmers through this program alone. An estimated \$16,000 is needed to fully fund the program without limiting walkers.

  - Benefits follow the Market Sponsor tiers, but will be designated as Walking Program Sponsors. Business name/logo will be displayed at participant sign-in instead of on the market entrance sign.
    - E.g. \$100-249 receives Bronze benefits; \$250-499 receives Silver benefits; \$500-999 receives Gold benefits; \$1,000+ receives Platinum benefits

\*Space is limited to one (1) sponsor per market day. See back.

\*\*If there is more than one Market Platinum or Music sponsor, banners may be combined to accommodate multiple sponsors.

## Sponsor Contact Information

Sponsor/Business Name: \_\_\_\_\_

Contact (if not Sponsor Name): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_ Add to newsletter list? Y / N

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

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Please attach a clear business logo to this form or send an electronic logo to [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org).

### For Sponsors of \$500 or more:

Select the date(s) you would like a booth at the market. Space is limited to one (1) sponsor per market day, so please choose at least two (2) alternative dates in case they are filled. Indicate your highest preference with a '1' in the blank and a '2' for alternatives.

- \$1,000+: select three (3) preferences and at least two (2) alternatives
- \$500-999: select two (2) preferences and at least two (2) alternatives

\*Sponsors will be notified via email on or before April 15<sup>th</sup> of their approved dates\*

_____ May 4 <sup>th</sup>	_____ June 15 <sup>th</sup>	_____ August 3 <sup>rd</sup>	_____ September 14 <sup>th</sup>
_____ May 11 <sup>th</sup>	_____ June 22 <sup>nd</sup>	_____ August 10 <sup>th</sup>	_____ September 21 <sup>st</sup>
_____ May 18 <sup>th</sup>	_____ June 29 <sup>th</sup>	_____ August 17 <sup>th</sup>	_____ September 28 <sup>th</sup>
_____ May 25 <sup>th</sup>	_____ July 13 <sup>th</sup>	_____ August 24 <sup>th</sup>	_____ October 12 <sup>th</sup>
_____ June 1 <sup>st</sup>	_____ July 20 <sup>th</sup>	_____ August 31 <sup>st</sup>	_____ October 19 <sup>th</sup>
_____ June 8 <sup>th</sup>	_____ July 27 <sup>th</sup>	_____ September 7 <sup>th</sup>	_____ October 26 <sup>th</sup>

Please contact Lori Powell at [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org) with questions or concerns.

**Thank you for sponsoring Jonesborough Farmers Market!**

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### JLG use only:

Date form received \_\_\_\_\_

### Notes:

Date payment received \_\_\_\_\_

Date entered in Bloomerang \_\_\_\_\_

Sponsor notified of booth dates \_\_\_\_\_

Sponsor on advert. schedule \_\_\_\_\_

Form uploaded \_\_\_\_\_