



**SATURDAY MORNINGS
MID MAY– MID OCTOBER
RAIN OR SHINE**

SPONSORSHIP

RICHFIELD FARMERS MARKET

EVENT PROFILE

- 23 week season
- mid-May through mid-October
- up to 1500 attendees per week
- from Richfield and surrounding communities
- community event for all ages



Since 1990, Richfield Recreation has operated the Richfield Farmers Market to provide access to local, healthy, and affordable foods, and to offer a community gathering space to help connect residents, as well as local producers. The Richfield Farmers Market also emphasizes educational and recreational activities through our involvement with the Richfield Arts Commission, the U of M Master Gardener Program, and other programs and events.

The Richfield Farmers Market is a member of the MN Farmers Market Association and Minnesota Grown. We participate in EBT & Market Bucks initiatives, provided through Hunger Solutions MN, which allows customers who use SNAP/EBT to purchase food. We are committed to making healthy food accessible to everyone who comes to our market and are proud to say that all of our vendors' products come from within 200 miles or less, and at least 80% of the market products are produced in Minnesota.



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RICHFIELD FARMERS MARKET PROMOTIONAL PLAN



- City website
- Summer Recreation brochure
 - reaches 16,000 households
- Farmers Market e-newsletter
 - reaches 6,000 subscribers via email and text message
- Richfield Farmers Market Facebook page
 - 3,800+ followers
- City of Richfield Facebook page
 - 11,000+ followers
- Visit Richfield website
- Minnesota Grown Directory
- Minnesota Farmers Market Association Directory
- Flyers at Richfield Community Center
- Signage on-site each market day

To sponsor one of the Farmers Market programs or special events, please contact the Recreation Supervisor for more information. We offer a variety of sponsorship levels to align with your budget and marketing directives.

Jessica Anderson | Recreation Supervisor
City of Richfield
Tel: (612) 861-9363 | Fax: (612) 861-9388
JessicaAnderson@richfieldmn.gov



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POWER OF PRODUCE CLUB FOR KIDS

PROGRAM OVERVIEW:

The Power of Produce Club is for kids ages 4-12. Each week participants receive a \$2 voucher to spend on a fruit, vegetable, herb, or food-bearing plant of their choice. In 2021, nearly 400 individual kids participated in the Power of Produce Club at the Richfield Farmers Market.

COMMUNITY BENEFITS:

- Kids meet farmers, and learn where their food comes from.
- Kids get excited to try new fruits & vegetables, or grow their own produce at home.
- It's an accessible program, with a quick sign-up for parents and guardians.
- Increases local food sales, with dollars going directly to the producers.

SPONSOR PROFILE:

This element provides an opportunity to showcase sponsors who are committed to youth, health, food access, and support local farmers.

***SPONSOR BENEFITS:**

- Sponsors will be featured in all online and print publications mentioning the POP Club, including a weekly farmers market e-newsletter and social media posts
- Sponsor logos will be featured on:
sign-up cards, signage, vouchers and POP Club tote bags
*see next page for details





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POWER OF PRODUCE CLUB FOR KIDS

***SPONSOR BENEFITS:**

- Presenting and Harvester levels will have their 1-color logo/name featured on:
POP Club tote bags, given to each POP Club participant
- All sponsor levels will be thanked and featured in all online and print publications mentioning the POP Club, recognizing sponsorship level, including:
 - Farmers Market page on City website
 - Weekly farmers market e-newsletter
 - audience of 6,000+
 - Richfield Farmers Market facebook posts
 - audience of 3800+
 - Richfield Farmers Market flyers, distributed at the Richfield Community Center and at Richfield Farmers Market
- All sponsor logos (full color) will be featured on:
 - POP Club Passports (sign-up cards)
 - POP Club signage
 - POP Club vouchers



In 2021, The Power of Produce Club had nearly 400 individual kids participate. We expect to see continued growth of this program, with an estimated 500-600 participants in 2022.



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POWER OF PRODUCE CLUB FOR TEENS "POP TEENS"

PROGRAM OVERVIEW:

POP Teens is an expansion of our current Power of Produce Club for ages 4-12, and will now include teens age 13-17. Each week teen participants will receive a \$5 voucher to spend on a fruit, vegetable, herb, or food-bearing plant of their choice. In 2021, nearly 400 individual youth participated in the Power of Produce Club at the Richfield Farmers Market.

COMMUNITY BENEFITS:

- Teens meet farmers, and learn how to shop for fresh produce on their own.
- Teens have autonomy to choose their own fruits & vegetables, or grow their own produce at home.
- It's an accessible program, with a quick sign-up for parents and guardians.
- Increases local food sales, with dollars going directly to the producers.

SPONSOR PROFILE:

This element provides an opportunity to showcase sponsors who are committed to youth, health, food access, and support local farmers.

SPONSOR BENEFITS:

- Sponsors will be featured in all online and print publications mentioning the POP Club, including a weekly farmers market e-newsletter and social media posts
- Sponsor logos will be featured on:
sign-up cards, signage, vouchers and POP Club tote bags





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"POP TEENS"

POWER OF PRODUCE CLUB FOR TEENS

*SPONSOR BENEFITS:

- Presenting and Harvester levels will have their 1-color logo/name featured on:
POP Club for Teens tote bags, given to each participant
- All sponsor levels will be thanked and featured in all online and print publications mentioning the POP Club for Teens, recognizing sponsorship level, including:
 - Farmers Market page on City website
 - Weekly farmers market e-newsletter
 - audience of 6,000+
 - Richfield Farmers Market facebook posts
 - audience of 3800+
 - Richfield Farmers Market flyers, distributed at the Richfield Community Center and at Richfield Farmers Market
- All sponsor logos (full color) will be featured on:
 - POP Teens Passports (sign-up cards)
 - POP Teens signage
 - \$5 POP Teens vouchers

In 2021, The Power of Produce Club had nearly 400 individual kids ages 4-12 participate. We are excited to expand this program to include teens ages 13-17 in 2022.





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"POP PLUS"

POWER OF PRODUCE CLUB FOR SENIORS

PROGRAM OVERVIEW:

POP Plus is a new spin-off program for adults ages 55 and up.

Each week participants will receive a free \$5 voucher to spend on a fruit, vegetable, herb, or food-bearing plant of their choice.

COMMUNITY BENEFITS:

- Seniors will have access to fresh, healthy fruits, vegetables, and herbs, or plants to grow their own produce at home.
- It's an accessible program, with a quick sign-up at the market for senior participants.
- Increases local food sales, with dollars going directly to the producers.

SPONSOR PROFILE:

This element provides an opportunity to showcase sponsors who support opportunities for seniors, aging in place, health, food access, and support local farmers.

SPONSOR BENEFITS:

- Sponsors will be featured in all online and print publications mentioning POP Plus, including a weekly farmers market e-newsletter and social media posts
- Sponsor logos will be featured on:
sign-up cards, signage, vouchers and POP Plus tote bags





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"POP PLUS"

POWER OF PRODUCE CLUB FOR SENIORS



***SPONSOR BENEFITS:**

- Presenting and Harvester levels will have their 1-color logo/name featured on:
POP Plus tote bags, given to each participant
- All sponsor levels will be thanked and featured in all online and print publications mentioning the POP Plus Club, recognizing sponsorship level, including:
 - Farmers Market page on City website
 - Weekly farmers market e-newsletter
 - audience of 6,000+
 - Richfield Farmers Market facebook posts
 - audience of 3800+
 - Richfield Farmers Market flyers, distributed at the Richfield Community Center and at Richfield Farmers Market
- All sponsor logos (full color) will be featured on:
 - POP Plus Passports (sign-up cards)
 - POP Plus signage
 - \$5 POP Plus vouchers



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LIVE ENTERTAINMENT

PROGRAM OVERVIEW:

Weekly, on-site musical performers. Currently, performers volunteer their time and talent. We recognize their contribution to the overall atmosphere of the market and are seeking financial support which will be paid directly to musicians for their performance.



COMMUNITY BENEFITS:

- Highlights a variety of musical genres, and is a reflection of our diverse community.
- Regular, accessible entertainment for the community.
- Supports up to 46 local musicians or bands per market season through paid opportunities to perform.



SPONSOR PROFILE:

This element provides an opportunity to showcase sponsors who support the arts and accessible, no-barrier cultural opportunities for the community.

SPONSOR BENEFITS:

Sponsors of live music will be featured and thanked in online publications, social media posts, and on-site signage during the performance(s).





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LIVE ENTERTAINMENT

*SPONSOR BENEFITS:

- Presenter sponsor will have the opportunity to attend the market and host a booth on up to 3 market days.
- Harvester sponsors will have the opportunity to attend the market and host a booth on 1 market day.
- Presenting and Harvester sponsors will have their 1-color logo or name featured on a season-long Live Music Banner, displayed near the musicians each week
- Cultivator (\$1,000), Grower (\$500), and Pollinator (\$250) sponsor logos will be featured on temporary on-site signage on the day(s) they choose to sponsor.
- All sponsor levels will be thanked and featured in all online and print publications mentioning Live Music at the Market, recognizing sponsorship level, including:
 - Farmers Market page on City website
 - Weekly farmers market e-newsletter
 - audience of 6,000+
 - Richfield Farmers Market facebook posts
 - audience of 3800+
 - Richfield Farmers Market flyers, distributed at the Richfield Community Center and at Richfield Farmers Market





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SPECIAL EVENT DAYS

SALSA Y SALSA CELEBRATION FOR NATIONAL FARMERS MARKET WEEK!

August 8-14th is National Farmers Market Week. Richfield Farmers Market will celebrate our farmers, makers, and patrons on Saturday August 13th with a salsa recipe competition, live salsa music band, and chalk art activities for kids.

BIKE TO THE MARKET DAY:

Saturday, August 20th is Bike to the Market Day at the Richfield Farmers Market! We'll celebrate with bike-themed giveaways, resources, and vendors at the market.

DIA DE ABUELOS – GRANDPARENTS DAY:

Dia de Abuelos (in Mexico) is Sunday, August 28th. We'll celebrate all grandparents at the Richfield Farmers Market on Saturday August 27th with special activities and resources for multi-generational families.

SPONSOR BENEFITS:

Sponsors of special event days at the farmers market will be featured and thanked in online publications, social media posts, and on-site signage during the event(s). Sponsors may also offer an approved activity at their sponsored event.





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SPECIAL EVENT DAY

**SALSA Y SALSA CELEBRATION
DURING NATIONAL FARMERS MARKET WEEK**

***SPONSOR BENEFITS:**

- **Presenter sponsor will have the opportunity to attend the market and host a booth on up to 3 market days.**
- **Harvester sponsors will have the opportunity to attend the market and host a booth on 1 market day.**
- **Presenter and Harvester sponsors of Salsa y Salsa will have their 1-color logo or name featured on wayfinding signage for the event.**
- **Presenter (\$6,000), Harvester (\$3,000), Cultivator (\$1,000), Grower (\$500), and Pollinator (\$250) sponsor logos will be featured on temporary on-site signage on the special event day(s) they choose to sponsor.**
- **All sponsor levels will be thanked and featured in all online and print publications mentioning the special event, recognizing sponsorship level, including:**
 - **Farmers Market page on City website**
 - **Weekly farmers market e-newsletter**
 - **audience of 6,000+**
 - **Richfield Farmers Market facebook posts**
 - **audience of 3800+**
 - **Richfield Farmers Market flyers, distributed at the Richfield Community Center and at Richfield Farmers Market**



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SPECIAL EVENT DAY

BIKE TO THE MARKET

***SPONSOR BENEFITS:**

- Each Incubator (\$100) or greater sponsor has an opportunity to host a booth on the event day, and will be featured on our event wayfinding signage.
- Bike-related businesses and organizations are encouraged to attend and offer bike resource information and supply a raffle prize for the event, valued at \$25 or more, or supply bike tune-up services at the event.
- All sponsors and participating senior resource organizations will be thanked and featured in all online and print publications mentioning the special event, recognizing sponsorship level, including:
 - Farmers Market page on City website
 - Weekly farmers market e-newsletter
 - audience of 6,000+
 - Richfield Farmers Market facebook posts
 - audience of 3800+
 - Richfield Farmers Market flyers, distributed at the Richfield Community Center and at Richfield Farmers Market



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SPECIAL EVENT DAY

DIA DE ABUELOS – GRANDPARENTS DAY

***SPONSOR BENEFITS:**

- Each Incubator (\$100) or greater sponsor has an opportunity to host a booth on the event day, and will be featured on our event wayfinding signage.
- Senior resource organizations are encouraged to attend and offer senior resource information and supply a raffle prize for the event, valued at \$25 or more.
- Giveaways:
 - Senior attendees will receive a flower and a \$5 farmers market token.
 - One farmers market gift basket, valued at \$100, will be raffled off as part of the event.
 - All monetary sponsors' business cards will be included in the basket, and sponsors names will be announced during the event.
- All sponsors and participating senior resource organizations will be thanked and featured in all online and print publications mentioning the special event, recognizing sponsorship level, including:
 - Farmers Market page on City website
 - Weekly farmers market e-newsletter
 - audience of 6,000+
 - Richfield Farmers Market facebook posts
 - audience of 3800+
 - Richfield Farmers Market flyers, distributed at the Richfield Community Center and at Richfield Farmers Market



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COOKING DEMOS

PROGRAM OVERVIEW:

Monthly on-site food demonstrations of recipes featuring seasonal produce, along with tasting samples, and recipe cards.

COMMUNITY BENEFITS:

- Highlights various market vendors who sell produce of the week while increasing market sales.
- Educates market patrons on quick and easy recipes that make use of fresh food that is abundant, affordable, and has multiple uses. Spotlight items that may be less commonly known, but are grown regionally and sold at market.

SPONSOR PROFILE:

This element provides an opportunity to showcase sponsors who are committed to health, food access, and support local farmers.

SPONSOR BENEFITS:

Sponsors of the cooking demos will be featured and thanked in online publications, social media posts, and on-site signage during the cooking demonstration(s).





CONTACT US

Thank you for your consideration of sponsorship opportunities with the Richfield Farmers Market!

Please contact the Richfield Farmers Market Coordinator or Recreation Supervisor with any questions.

Jessica Anderson | Recreation Supervisor , City of Richfield

Tel: (612) 861-9363 | Fax: (612) 861-9388

JessicaAnderson@richfieldmn.gov

Bonnie Hanna-Powers | Farmers Market Coordinator , City of Richfield

Tel: (612) 861-9362 | Fax: (612) 861-9388

bhannapowers@richfieldmn.gov





RICHFIELD FARMERS MARKET

2022 SPONSORSHIP PLEDGE

Sponsorship Levels	
<u>Harvester</u> Sole sponsor of specific program for entire season	<input type="checkbox"/> \$6,000
Producer	<input type="checkbox"/> \$3,000
Cultivator	<input type="checkbox"/> \$1,000
Grower	<input type="checkbox"/> \$ 500
Pollinator	<input type="checkbox"/> \$ 250
Incubator	<input type="checkbox"/> \$ 100
<input type="checkbox"/> In Kind: co-branded signage, merchandise, supplies and staffing	

Sponsorship Opportunities		
Power of Produce (P.O.P.) Club	<input type="checkbox"/> P.O.P. Club Kids	
	<input type="checkbox"/> P.O.P. Club Teens	
	<input type="checkbox"/> P.O.P. Club Plus (55+)	
Live Entertainment	<input type="checkbox"/> Entire Season	<input type="checkbox"/> Select Dates (below)
Cooking Demo(s)	<input type="checkbox"/> Entire Season	<input type="checkbox"/> Select Dates (below)
Special Event Days: <input type="checkbox"/> August 13: <u>Salsa y Salsa Festivities</u> for National Farmers Market Week Salsa Music & Dancing, plus Salsa Recipe Competition <input type="checkbox"/> August 10: <u>Bike to the Market</u> - with bike resources, info and giveaway <input type="checkbox"/> August 27: <u>Día de Abuelos</u> (Grandparents Day) - Celebrating all grandparents and the entire family		

☐ **Perennial Sponsor:** open to ongoing sponsorship ☐ **Annual Sponsor:** for the 2022 season only

Richfield Farmers Market 2022 Dates (Check all dates that apply)											
<input type="checkbox"/>	May 14	<input type="checkbox"/>	June 4	<input type="checkbox"/>	July 2	<input type="checkbox"/>	August 6	<input type="checkbox"/>	September 3	<input type="checkbox"/>	October 1
<input type="checkbox"/>	May 21	<input type="checkbox"/>	June 11	<input type="checkbox"/>	July 9	<input type="checkbox"/>	August 13	<input type="checkbox"/>	September 10	<input type="checkbox"/>	October 8
<input type="checkbox"/>	May 28	<input type="checkbox"/>	June 18	<input type="checkbox"/>	July 16	<input type="checkbox"/>	August 20	<input type="checkbox"/>	September 17	<input type="checkbox"/>	October 15
		<input type="checkbox"/>	June 25	<input type="checkbox"/>	July 23	<input type="checkbox"/>	August 27	<input type="checkbox"/>	September 24		
				<input type="checkbox"/>	July 30						

Company/Organization Name			
Contact Person		Title	
Company Address			
City		State/Zip	
Company Phone Number		Additional Phone	
Email		Company Website	
Authorizing Signature		Signature Date	

Return completed **Sponsorship Commitment Worksheet** via email, fax, or in person to:

Email: jessicaanderson@richfieldmn.gov Fax: 612-861-9388

City of Richfield Recreation Services, Attn: Farmers Market, 7000 Nicollet Avenue, Richfield, MN 55423

We will send a follow up email to either confirm sponsorship along with an invoice, or an email with further questions to better understand the sponsorship interest, within two weeks.