

# Auburn Int'l Farmers Market



Algona • Auburn • Pacific



## Event Profile

The Auburn International Farmers Market is a seasonal market offering fresh, local produce, flowers, prepared foods and handcrafted items directly to the south King and north Pierce county community. Launched in 2009, the Market hosts a wide range of family and nutritional programs, including live entertainment, chef demonstrations, master gardener consultations and youth activities.

**Target Audience:** Families, adults, seniors, youth and teens

**Anticipated Attendance:** 20,000+ shoppers throughout the season

**Date and Time:** Sundays, June 10-September 23, 9 a.m. – 2 p.m.

**Location:** Auburn's Sound Transit Plaza, 23 A Street SW

**Transportation:** Free parking for shoppers, served by Sound Transit and Metro Bus routes

## Promotional Plan

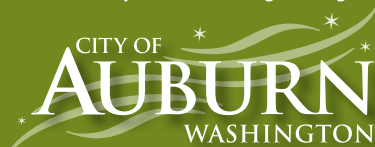
- Posters: 100 delivered to Auburn city facilities, local businesses, schools, and other prominent locations
- Flyers: 9,000+ distributed through all local elementary schools, private schools and daycares
- Puget Sound Fresh Guide: 100,000 distributed regionally
- Auburn Area Chamber of Commerce insert
- Postcards: 5,000 distributed throughout the community
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Auburn Recreation Guide: 38,000 Spring/Summer edition
- Signage at key traffic intersections throughout Auburn each Sunday during the market season
- Event Banners at Auburn Way, Main Street and park fences
- Auburn@PLAY electronic newsletter to 7,000 individuals (May-Sept.)
- Press Releases
- City Website information
- City Utility bill inserts



## Auburn International Farmers Market Sponsorship Levels

Cultivator .....	\$5,000
Sustainer .....	\$2,500
Supporter .....	\$1,000
Harvester .....	\$500
Cropper.....	\$250
Sower .....	\$100

*With commitment by April 20, 2012, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.*



Auburn Int'l Farmers Market  
910 Ninth St. SE  
Auburn, WA 98002  
253-266-2726

[www.AuburnFarmersMarket.org](http://www.AuburnFarmersMarket.org)

# Auburn International Farmers Market 2012 Sponsor Opportunities

## Cultivator Presenting Sponsor - \$5,000

- Name added to event title as presenting sponsor
- Logo listed on all Market-produced marketing materials including event flyers, event posters, newspaper ads, utility bill inserts, and all other promotional items related to 2012 Auburn International Farmers Market
- Opportunity to make welcoming comments at opening ceremony on June 10, 2012
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') each week during the season
- Press releases announcing and promoting title sponsorship
- Name added to market press releases
- Name/Logo on Auburn International Farmers Market website, [www.AuburnFarmersMarket.org](http://www.AuburnFarmersMarket.org), with the option of linking to own for duration of market season
- Opportunity to provide up to two (2) banners to be posted at the Market each week throughout the season
- Name and Logo recognition on the City of Auburn's Government Access Channel 21 and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, May-September 2012
- 7" plaque recognizing sponsorship



## Sustainer Sponsor - \$2,500

- Logo listed on all Market-produced marketing materials including event flyers, event posters, newspaper ads, utility bill inserts, and all other promotional items related to 2012 Auburn International Farmers Market
- Name recognized from stage during welcoming comments at opening ceremony on June 10, 2012
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at four market days during the season
- Opportunity to provide one (1) banner to be posted at the market weekly during the season
- Name added to market press releases
- Name/Logo on Auburn International Farmers Market website, [www.AuburnFarmersMarket.org](http://www.AuburnFarmersMarket.org), with the option of linking to own for duration of market season
- Name recognition on the City of Auburn's Government Access Channel 21 and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, May-September 2012
- 5" plaque recognizing sponsorship

## Supporter Sponsor - \$1,000

- Name recognized from stage during welcoming comments at opening ceremony on June 10, 2012
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at two market days during the season
- Name recognition on the City of Auburn's Government Access Channel 21
- Name/Logo listed on Auburn International Farmers Market website, [www.AuburnFarmersMarket.org](http://www.AuburnFarmersMarket.org)

## Harvester Sponsor - \$500

- Name listed on Auburn International Farmers Market website, [www.AuburnFarmersMarket.org](http://www.AuburnFarmersMarket.org)
- Name recognized from stage during welcoming comments at opening ceremony on June 10, 2012
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at one market day during the season

## Cropper Sponsor - \$250

- Name recognized from stage during welcoming comments at opening ceremony on June 10, 2012
- Name/Logo listed on Auburn International Farmers Market website, [www.AuburnFarmersMarket.org](http://www.AuburnFarmersMarket.org)

## Sower - \$100

- Name/Logo listed on Auburn International Farmers Market website, [www.AuburnFarmersMarket.org](http://www.AuburnFarmersMarket.org)



## Market Facts

- **More than 80% of those attending the Farmers Market are between the ages of 30-70**
- **The market hosts a variety of special events throughout the season**
- **The market hosts Chef Demo's with area chefs in the 2012 season**
- **The Market is a member of the Washington State Farmers Market Association and Puget Sound Fresh/Cascade Harvest Coalition**

*Customized sponsorship packages can be created to meet your needs, budget and goals.*

# Auburn Int'l Farmers Market



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

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

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

List on-site activity and any distribution materials: \_\_\_\_\_

Please note:

- Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.) and removing all materials after each market day.
- Give-a-ways and/or hands-on activities are recommended to draw participants to your booth.

**Please check the following opportunities that interest you:**

## Sponsorship Level

<input type="checkbox"/> Cultivator .....	\$5,000	<input type="checkbox"/> Harvester .....	\$500
<input type="checkbox"/> Sustainer .....	\$2,500	<input type="checkbox"/> Cropper .....	\$250
<input type="checkbox"/> Supporter .....	\$1,000	<input type="checkbox"/> Sower .....	\$100

**Agreement:** The Auburn International Farmers Market agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Auburn, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries.

Authorized Signature for Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature for Auburn Int'l Farmers Market: \_\_\_\_\_ Date: \_\_\_\_\_

### CREDIT CARD INFORMATION



VISA



MC

EXP. DATE \_\_\_\_\_

VISA or MASTERCARD # \_\_\_\_\_

Please print name of cardholder \_\_\_\_\_

TOTAL DUE \$

Make check out to and mail to: Auburn International Farmers Market, 910 Ninth ST SE, Auburn, WA 98002  
or Fax to: 253-931-4005. Questions: Contact Joanne Macnab, Market Manager, [jmacnab@auburnwa.gov](mailto:jmacnab@auburnwa.gov) or 253-266-2726