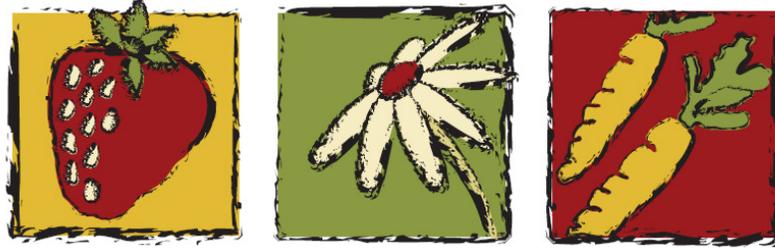


Auburn Int'l Farmers Market



Auburn International Farmers Market Sponsorship Levels

Cultivator	\$5,000
Sustainer	\$2,500
Supporter	\$1,000
Harvester	\$500
Special Event	\$250

With commitment by April 16, 2019, 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 Street SE
 Auburn, WA 98002
 253-266-2726
www.AuburnFarmersMarket.org

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 2-September 29, 10 a.m.–3 p.m.

Location: Les Gove Park, 1140 Auburn Way South

Transportation: Free parking for shoppers in and around the park

Promotional Plan

- Posters: 100 delivered to Auburn city facilities, local businesses, schools, and other prominent locations
- Puget Sound Fresh Guide: 100,000 distributed regionally
- Auburn Area Chamber of Commerce insert
- Postcards: 20,000 distributed via direct mail in June
- Series of paid event advertisements in various local/regional papers
- Auburn Recreation Guide: 38,000 Spring, Summer & Fall edition
- Signage at key intersections throughout Auburn each Sunday during the market season
- Event Banners at Auburn Way, Main Street and park fences
- Auburn@PLAY electronic newsletter to 9,000 individuals (May-Sept.)
- Paid advertising through social media
- City Website information
- Press Releases



Auburn International Farmers Market 2019 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, and other promotional items related to 2019 Auburn International Farmers Market
- Opportunity to make welcoming comments at opening ceremony on June 2, 2019
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') each week during the season
- Press release announcing and promoting title sponsorship
- Name added to market press release
- Name/Logo on Auburn International Farmers Market website, 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 Facebook promoted post and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 9,000 program participants, May-September 2019
- 7" plaque recognizing sponsorship

Sustainer

Sponsor - \$2,500

- Logo listed on all Market-produced marketing materials including event flyers, event posters, newspaper ads, and other promotional items related to 2018 Auburn Int'l Farmers Market
- Name recognized from stage during welcoming comments at opening ceremony on June 2, 2019
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at five 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 release
- Name/Logo on Auburn International Farmers Market website, www.AuburnFarmersMarket.org, with the option of linking to own for duration of market season
- Name recognition on Facebook promoted post and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 9,000 program participants, May-September 2019
- 5" plaque recognizing sponsorship

Supporter

Sponsor - \$1,000

- Name recognized from stage during welcoming comments at opening ceremony on June 2, 2019
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at three market days during the season
- Name recognition in promoted Facebook Post
- Name/Logo listed on Auburn International Farmers Market website, www.AuburnFarmersMarket.org

Harvester

Sponsor - \$500

- Name listed on Auburn International Farmers Market website, www.AuburnFarmersMarket.org
- Name recognition in promoted Facebook post
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at two market day during the season

Special Event Sponsor - \$250

- Name recognition in promoted Facebook post related to special event
- Name recognized from entertainment stage during special event day
- Promotional booth space (10' x 10') at one special event market day during the season
- Must provide prizes or giveaways valuing \$250 in place of payment on special event day. Prizes or giveaways must coincide with special event.



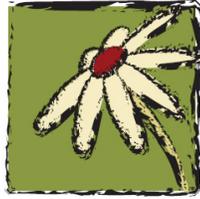
Market Facts

- In 2018, the Market increased the disbursement of Fresh Bucks along with EBT which generated over \$15,000 for farmers and helped to close the food insecurity gap in Auburn
- In 2014, the Market was named as one of the top 100 most celebrated Farmers Markets in America and also recognized as one of the top two markets in Washington State
- From 2017 to 2018 customer attendance rose 20% in the Les Gove location
- The market hosts a variety of special events throughout the season like Kids Day, International Day and the Chili Cook-Off!

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



Auburn Int'l Farmers Market



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"/> Special Event..... \$250 |
| <input type="checkbox"/> Supporter \$1,000 | |

On-site Market Day(s) based on sponsorship package selected

- June 2 June 9 June 16 June 23 June 30 July 7 July 14 July 21 July 28
 Aug. 4 Aug. 11 Aug. 18 Aug. 25 Sept. 1 Sept. 8 Sept. 15 Sept. 22 Sept. 29

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 Street SE, Auburn, WA 98002
or Fax to: 253-931-4005. Questions: Contact Market Specialist, farmersmarket@auburnwa.gov or 253-266-2726