
WESTMONT

FARMERS MARKET



March 2011

Dear Potential Sponsor,

Thank you for your interest in participating in the Westmont Farmers Market's 2010 Sponsorship Program!

The support of our sponsors enables the Westmont Farmers Market to provide local families with the freshest of locally-grown produce, specialty-cut flowers, delicious applesauce, and prepared foods from many of our local businesses. Since the market opened in 2008, it has quickly become a meeting place for the community to have access to the freshest the Garden State has to offer, enjoy meaningful family time, and get to know our local farmers and neighboring businesses.

Our goals for 2011 are to promote the market on a wider scale, increase the number of customers, and vendors at the market, broaden the types of products that are available and feature the specialties of our vendors as much as possible.

Your company can help us achieve our goals by becoming a Westmont Farmers Market 2011 season sponsor. We have developed a sponsorship package, designed to meet the diverse interests and budgets of area businesses that are committed to the community, support local business and promote healthy lifestyles.

I would be thrilled to have you on board as a 2011 sponsor. I would be happy to work closely with you throughout the season to ensure that you get the most out of your sponsorship.

Respectfully,

**Douglass Kelly
Market Director
(856)854-7774 / bluecuts@comcast.net**

Westmont Farmers Market

2011 Sponsorship Program

The Westmont Farmers Market is a seasonal market offering fresh, locally-grown produce, prepared foods and fresh-cut flowers directly from producer to consumer. Launched in 2008, the Westmont Market offers to the surrounding communities a mid-week market to replenish perishable items at their freshest.

Westmont Farmers Market Facts:

The 2011 market season will run from May through October.

The market is open Wednesdays from 4:00 pm to 7:00 pm.

The market is located on the corner of Haddon Ave. and Stratford Ave.

The market receives media attention from the *Retrospect*, *What's On*, the *Haddon Press* and other local and regional publications.

The market advertises in all of the local and regional publications.

The market director visits with community organizations to spread the message about the market.

During market season, signage is placed at key traffic locations.

Street banners are also hung in the Township.

The Westmont Farmers Market will establish a weekly email newsletter during market season featuring our vendors and sponsors.

The Westmont Farmers Market's website will be linked to the Haddon Township and Business Improvement websites.

Westmont Farmers Market

Sponsorship Packages

The Westmont Farmers Market offers a range of sponsorship packages to address the goals and budget of potential sponsor organizations.

SPONSORSHIP COMMITMENT IS NEEDED BY APRIL 1, 2011 IN ORDER TO BE INCLUDED IN OUR PRINTED MATERIALS.

Package A: Full Market Sponsorship (\$500)

Prominent logo placement on Town-wide banners

Credit in all media buys, promotions, posters, flyers and print advertisement

Recognition in all press releases

Recognition on Westmont Farmers Market website and in weekly email newsletters

Opportunity to host a booth for one market day during the season

Package B: Event Sponsorship (\$300)

Credit in all media buys, promotions, posters, flyers and print advertisement

Recognition in all press releases

Recognition on Westmont Farmers Market website and in weekly email newsletters

Opportunity to host a booth for one market day during the season

Sponsorship Application

Name of Company: _____

Address: _____

Contact Person: _____

Phone Number: _____

E-Mail: _____

Sponsorship Package: A or B (Please Circle)

Please Make Checks Payable:

Township of Haddon

C/O Westmont Farmers Market

135 Haddon Ave.

Haddon Twp., NJ 08108

Please e-mail a copy of your logo to:

kburns@haddontwp.com

bluecuts@comcast.net

For more information, please contact:

Doug Kelly, Market Director --- (856)854-7774

Kate Burns, BID Director --- (856)854-1176 ext.4194