

INDY WINTER FARMERS MARKET

-An initiative of-



Since opening in 2008, the Indy Winter Farmers Market has provided an important marketplace to Indiana's farmers and producers. As an initiative of Growing Places Indy Inc., the IWFM is **more than a typical farmers market**. In tandem with Growing Places Indy's mission to empower individuals and communities to Grow well, Eat well, Live well, Be well, the IWFM cultivates an environment that encourages customer and vendor relationships around awareness of how food choices impact the health and wellness of individuals, communities, local economy and ecology. Together we are **improving lives and livelihoods in ways that foster resiliency** in Indianapolis and the communities statewide that are home to our farmers and producers.

With over 1,000 weekly visitors and over 10,000 people following us via email and social media, the IWFM helps us achieve our goal of **expanding the marketplace for small local farms** and food businesses committed to sustainability, and for **individuals who value and seek local**, sustainably-produced, organic food options. Our farmers and businesses share with us how the **IWFM makes it possible to grow their businesses**, to invest in their future, to innovate new products and to improve their practices with a greater commitment to sustainability. Our customers delight in sharing how the **IWFM enriches their experience of Indianapolis** by enhancing the local food scene. Our customers and vendors value relationships and sociability, ensuring a visit to the IWFM is **always a welcoming, inspiring and delicious experience!**

This season we are seeking **monthly Community Building Sponsors** to partner with us in sharing the IWFM experience with more people and increase the impact of dollars spent in the local economy. The IWFM Community Building Sponsorship is an **opportunity to connect** with the Indy Winter Farmers Market community - **an informed and engaged audience focused on health, wellness, good food, the local economy, and sustainability.**

At a **minimum \$2,000 level**, IWFM Community Building Sponsorship is offers a unique opportunity for introducing the outstanding products, services, programs of ___ to an audience that understands the value ___ brings to the community. Sponsorship benefits and details follow on page 2.

We welcome the opportunity to meet with you to discuss the IWFM Community Building Sponsorship and/or other opportunities. The IWFM opens for the season on November 8, 2014 at 202 E. Market St. in The Platform at City Market. We look forward to working with you!

Sincerely,

A handwritten signature in black ink, appearing to read "Laura Henderson".

Laura Henderson
Executive Director
Growing Places Indy Inc.

A handwritten signature in black ink, appearing to read "Molly Trueblood".

Molly Trueblood
Director of Operations
Indy Winter Farmers Market

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IWFM Community Building Sponsorship

What: The opportunity to be the exclusive Community Building Sponsor of the **Month** with a minimum sponsorship commitment of \$2,000. This sponsorship includes the distribution of three hundred \$5 IWFM gift tokens that may be redeemed with any IWFM vendor. Tokens do not expire.

Benefits of Sponsorship:

- Announcement/feature in IWFM e-newsletter (+2,500 subscribers)
- Headlining on Community Building Sponsor of the Month Sign (+1,000 weekly IWFM guests)
- Social media mentions 2x/week during sponsorship month (+9,000 followers)
- Sponsor presence (wearing sponsor organization's apparel) is invited to assist with token distribution
- Sponsor may provide flyer/card/brochure for distribution with tokens. (Up to 300 individuals will receive tokens)
- Sponsor flyer/card/brochures on display at IWFM Information Desk throughout the month (+1,000 weekly IWFM guests)
- Sponsor employees/customers can benefit by receiving tokens at IWFM
- Sponsor logo on website

Indicate preference of sponsorship month (1st, 2nd & 3rd choice):

- | | | |
|--|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Nov. 2014 | <input type="checkbox"/> Dec. 2014 | <input type="checkbox"/> Jan. 2015 |
| <input type="checkbox"/> February 2015 | <input type="checkbox"/> March 2015 | <input type="checkbox"/> April 2015 |

Thank you for your support of the Indy Winter Farmers Market!

Indy Winter Farmers Market Donation Form, 2014 - 2015 Season

Organization: _____

Organization Address: _____

City, State, Zip: _____

Primary Contact for Sponsorship Coordination: _____

Phone Number: _____

Email Address: _____

Amount Enclosed: _____

Growing Places Indy is a 501c3 charitable organization. Please make check out to Growing Places Indy Inc. Indicate IWFM Community Building Sponsor in the memo.