



BETWEEN THE RIVERS FARMERS MARKET

2020 SPONSORSHIP PACKAGE

HISTORY

In the summer of 2019, a group of local farmers, artisans and producers came together to fill a much needed void in the fresh-food landscape of downtown Rome. The first year turned out to be even more exciting and relevant than expected. At the end of the season, the market received the 2019 Downtown Development Authority's "Quality of Life Award" for the contribution the market made to the downtown experience. Week in and week out, the community showed up, thrilled to have access to producer-only and sustainability-focused local food.

OUR MISSION

The mission of the Between the Rivers Farmers Market is to bring the community together to offer high-end, sustainable, and locally produced products in the form of a beautiful, outdoor market setting. Modeled after some of the best farmers markets in the country, BTRFM connects the community to topnotch Georgia family farmers, food artisans, and artists who promote healthy lifestyles.

ABOUT THE MARKET

The Between the Rivers Farmers Market will be held on Saturday mornings at Bridgepoint Plaza, beginning Saturday, May 2, 2020 and running through September. BTRFM welcomes families and individuals of all ages and, in addition to offering fresh produce, meats, flowers, and artisan goods, provides nutritional programming, live entertainment, and food demonstrations.

With plentiful on-site and downtown parking, as well as easy access to the 3rd Avenue Parking Deck plus Rome's walking bridges and trail system, BTRFM is conveniently located and offers an inviting experience to all of Rome and Northwest Georgia's residents and visitors.

INVESTMENT AND FUNDING

Vendors' annual membership and weekly booth fees cover the basic costs of operating the market and demonstrate their investment in the market, its ideals, and its sustainability. We have already received commitments from the following farmers, artisans, and local businesses for the 2020 season: Rise 'n Shine Organic Farm, Tucker Farms, Carlton Farms, Riverview Farm, Sapelo Farms, Swift & Finch, Sunflour Bakery, Zoapo Soap Company, Studio Siri, Bella Vita Mushrooms, and Doug's Deli. In addition to this commitment from market vendors, BTRFM must also rely on financial support from local businesses and individuals to elevate the market experience and allow us to bring the best to our community each week. BTRFM offers a rich set of promotional, marketing, and co-branding opportunities to its Partners and Community Supporters, as detailed on the following page.

BETWEEN THE RIVERS FARMERS MARKET PARTNERSHIP & COMMUNITY SUPPORT LEVELS

PRESENTING SPONSORS: \$2500 (2 AVAILABLE)

- Prominent Logo/Company Name displayed on BTRFM Signage & Promotional Materials
*Must provide properly formatted logo before April 10, 2020 print deadline***
- Prominent recognition on the BTRFM website (linked to sponsor's website or social media)
- Recognition in the weekly market newsletter that reaches 1,500 plus people
- Opportunity to set up a tent/display at two (2) markets during the 2020 season**
- Eight (8) BTRFM tote bags and eight (8) t-shirts

COMMUNITY PARTNERS: \$1,000 (12 AVAILABLE)

- Logo/Company Name displayed on BTRFM Signage & Promotional Materials
*Must provide properly formatted logo before April 10, 2020 print deadline***
- Recognition on the BTRFM website (linked to sponsor's website or social media)
- Opportunity to set up a tent/display at one (1) market during the 2020 season**
- Four (4) BTRFM tote bags and four (4) t-shirts

FRIENDS OF THE MARKET

Grower: \$500

- Name listed on the "Market Supporters" sign at all 2020 markets. *Must commit before April 10, 2020 print deadline*
- Recognition on the BTRFM website (linked to sponsor's website or social media)
- Four (4) BTRFM tote bags and four (4) t-shirts

Harvester: \$250

- Name listed on the "Market Supporters" sign at all 2020 markets. *Must commit before April 10, 2020 print deadline*
- Recognition on the BTRFM website (linked to sponsor's website or social media)
- Two (2) BTRFM tote bags and two (2) t-shirts

Sower: \$50-100

- One (1) BTRFM tote bag, one (1) t-shirt, and our extreme gratitude

** See Page 5 for information about sponsor logos and tents/table displays.

DISCLOSURES

(all the details our lawyer wants you to know)

1. For the purposes of this Agreement, the terms “you” and “your” shall mean the business or company identified above as a Sponsor, Partner, or Community Supporter; the terms “we,” “our” and “BTRFM” shall mean the Between the Rivers Farmers Market, Inc. as well as, and including, its board of directors, members and agents; the terms “event” or “market” shall mean the BTRFM scheduled to occur on Saturday, May 2, 2020 and continue every Saturday thereafter through the Summer; the terms “venue” or “market grounds” shall mean Bridgepoint Plaza in Rome, Georgia.

2. If you will set up a tent/display at the BTRFM in connection with your sponsorship, you must provide the BTRFM President or Market Manager with a list of your proposed set-up dates at least two (2) weeks prior to the markets in which you plan to set up your tent/display. You will be responsible for providing your own tent, table, chairs, and display materials unless arrangements are made in advance with the President or Market Manager. Within your tent/display, you may solicit business; hand out flyers that promote or advertise your business, products, or services; or give away promotional materials to BTRFM customers and volunteers. You may not sell merchandise or products. (If you wish to sell merchandise or products, please complete a Vendor application).

3. Our obligation to place your logo on the event website, t-shirts, banners, social media, or any other promotional material is contingent on your ability to timely provide us with proper digital files containing appropriate copies or images of your logo. We recommend you provide your logo to us in the following format(s): PNG, EPS, or AI with 300 dpi resolution. We will also accept TIFF and JPG file formats. We will not design, format, or reformat your logo for purposes of BTRFM advertising. Insofar as you have provided us with proper digital copies of your logo, we will place a color logo on the website; logos on printed materials, including tshirts and banners, will be printed in either black or white ink at our discretion. Send all logos to btrfarmersmkt@gmail.com before April 10, 2020.

4. By executing this Agreement, you acknowledge and understand that your donation, upon receipt, will be put towards the costs and expenses of planning, organizing, promoting and conducting the event. Accordingly, donations are nonrefundable.

However, if event is cancelled, by us, for any reason, you may receive a prorated refund of your donation, if, at the time we announce the cancellation of the event, the total of the funds we have collected from vendors and sponsors exceeds the total amount then-expended, committed, or owed towards the costs and expenses of the event. Your refund, if any, will be calculated by us and at our sole discretion.

5. Weekly markets will be held “rain or shine” except in the event of dangerous or severely inclement weather. The decision on whether an individual market shall be cancelled will be at the discretion of the Market Manager and the BTRFM Board. In the event you are scheduled to set up a tent/display at a market that is cancelled due to inclement weather, your market date shall be rescheduled to the next Saturday.

6. You understand that, by submission of this application, you are not guaranteed any ad placement or any other benefits of sponsorship. Your completion of this application shall not bind you or us until we have formally accepted your application and you have tendered your donation to us. Further, you agree and understand that if we are unable to process your payment for any reason (e.g., insufficient funds, returned check), this Agreement shall become null and void, and you agree to reimburse us for all reasonable and expected costs and expenses incurred by us in attempting to process your payment.

7. All correspondence about the BTRFM, including changes relating to this Agreement and information regarding the time and/or location of the market as well as your participation in the market, will be emailed to you at the address you provided above, or communicated to you by phone at the phone number you provided above.

SPONSORSHIP APPLICATION

Thank you for supporting the Between the Rivers Farmers Market!

Company or Business: _____

Contact Name & Title: _____

Phone: _____ Email: _____

Website: _____

Facebook Page: _____ Instagram: _____

Please describe your products and/or services so that we may better promote your business:

MARKET PARTNERS

- Presenting Partner: \$2500
- Community Partner: \$1000

FRIENDS OF THE MARKET

- Grower: \$500
- Harvester: \$250
- Sower: \$_____

To take advantage of all print and logo placement opportunities, this application must be received and accepted by BTRFM before April 17, 2020

DONATION INFORMATION

Monetary Donations:

Check # _____ Amount \$ _____

Please make checks payable to:

Between the Rivers Farmers Market

3 Central Plaza, No. 427

Rome, GA 30161

In-Kind Donations:

Description: _____

Estimated Value: \$ _____

Total Donation Amount: \$ _____

Please note that Between the Rivers Farmers Market is recognized by the IRS as a tax-exempt entity as defined in Section 501(c)(4) of the Internal Revenue Code, and your qualified sponsorship payment may be a tax deduction for you or your organization. Keep a copy of this Agreement for your records, and **please contact a tax professional for advice and guidance.**

Acknowledgement of Terms: You hereby confirm that the above information is, to the best of your knowledge, true and correct. You further certify that you have read this document, including the attached Page 5, and you understand and accept such as the entire Agreement between you and the Between the Rivers Farmers Market.

I, _____, am authorized to enter and execute this Agreement on behalf of _____, (the "Company") as its _____

and, hereby bind the Company to the terms and conditions of this Agreement and authorize payment, as shown above, to be processed by the Between the Rivers Farmers Market.

Signature: _____, Accepted by _____,

Name & Title: _____, on behalf of the BTRFM

This day of _____, 2020