



Dear Sponsor,

Thank you for your consideration in becoming a Sponsor for the New Carlisle Farmer's Market. In November 2018, a Board of Directors was formed, and a vote was cast to have the New Carlisle Farmers Market operate under the 501c3 status of Jobseekers Network.

Jobseekers Network is a local 501c3 nonprofit and their mission is to help people that are unemployed, underemployed, veterans and individuals with disabilities find long term career positions

JSN's interest in obtaining the Farmers Market was to utilize the market as an internship program to help high school kids that may not be able to attend college and college students struggling to find internships. The skills they will learn will help them build a resume that will allow them to get a good paying career positions, scholarship opportunities, learn a trade, or satisfy a degree.

This Internship program completes the circle of the Family Youth Initiatives "DEFY" Program at Tecumseh High School. Your sponsorship at any level will allow us to develop a wonderful internship program that is vital to the success of our future students.

As you may know the New Carlisle News recently went out of business and was one of our sources for advertisement in past years. We were getting a pretty good deal from the New Carlisle News which kept the sponsorships so low. So, this year we are adding two newspaper sources The Miami Valley Sunday and Springfield News Sun.

In addition to print advertisement, we are utilizing the interns to help us build a social media program that will allow us to market your logo in front of thousands of local buyers that don't typically get the newspapers. In return, those students get to learn business skills, operations management, HR, social media marketing, and advertisement. Some of the interns will learn about farming, cooking, and food consumption health.

This year we will have an onsite social media intern making videos, interviewing onsite vendors and sponsors, taking photos, and posting blogs. The blogs will be a great asset to brand your business by supplying an editorial about your business relationship with the NCFM.

We are also in the process of interviewing a Bilingual Spanish Intern so we can build relationships with our Spanish community. All our WIC/SNAP and Marketing Fliers will also be translated.

Lastly, we encourage our Sponsors to set up a vendor table each week and represent your business to the community. We understand how difficult it is to commit to 16 weeks plus 3-4 Night Markets, so we would like to obtain pamphlets, fliers, coupons or anything we can hand out from the Farmer's Market Table on your behalf.

We have an exciting calendar of events lined up this year and would love to have your business be a part of it. We are offering five different sponsorship packages and would be honored to have your business as a partner.

Sincerely,

Bryan Moore  
Jobseekers Network, President

# 2019 Sponsorship Packages

**Neighbors Sponsor #1**

**\$50**

- Includes a business name listing on all 2019 promotional materials.
- Yard Sign to Display

**Community Sponsor #2**

**\$100**

- Your business name listed as a Community Sponsor on the New Carlisle Farmer's Market Website.
- Includes a business name listing on all 2019 promotional materials.
- Yard Sign to Display

**Cornerstone Sponsor #3**

**\$300**

- Your logo placed in the Miami Valley Newspaper ad each week
- Includes your business name and logo on all 2019 promotional materials
- Your logo on the New Carlisle Farmer's Market Website, linked to your website
- Yard Sign to Display

**Leadership Sponsor #4**

**\$500**

- Your logo placed in the Miami Valley Newspaper ad each week
- Includes your business name and logo on all 2019 promotional materials
- Your logo on the New Carlisle Farmer's Market Website, linked to your website
- Social Media Marketing Package-One Post per Week during the entire market season, Cross Platform Posting on Twitter, Instagram, & Facebook
- Yard Sign to Display

**Farmers Market Day Sponsor #5**

**\$1500**

- Everything in Sponsorship Level 4, Plus Weekly Facebook Boosted Ads, Larger and More Prominent Ad Space in all Materials
- Naming rights for this day (New Carlisle Farmer's Market, sponsored by your business) promoted at the market
- Your business name and logo in promotional materials for that day
- Your business name and logo featured in the New Carlisle News ad for this day, and included every other week
- Live radio remote on 101.5 HANK-FM, all sponsored by Market Day sponsor. Includes:
  - 30+ promos leading up to the market day
  - 20 radio spots, and 4 60-second cut-ins during the 2-hour remote

The 2019 New Carlisle Farmer's Market is scheduled for Saturdays beginning June 15, 2019-September 28, 2019 from 10am-2pm



**NEW CARLISLE**  
*Farmers Market*

# Sponsor Registration Form

Business Name: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

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

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

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

## I would like to support the New Carlisle Farmers Market

**Neighbors Sponsor #1**

**\$50**

**Community Sponsor #2**

**\$100**

**Cornerstone Sponsor #3**

**\$300**

**Leadership Sponsor #4**

**\$500**

**Farmers Market Day Sponsor #5**

**\$1500**

**I would like to donate \$ \_\_\_\_\_ to the NCFM**

**THANK  
YOU**

Please make checks payable to: New Carlisle Farmers Market  
Mail To: 113 West Jefferson Street, New Carlisle, Ohio 45344

# 2019 Sponsorship Package Details

## Neighborhood Sponsor #1

- Includes your business name on all the NCFM Marketing Materials
- A Yard Sign to place at your residence or business

## Community Sponsor #2

- Your business name listed as a Community Sponsor on the New Carlisle Farmer's Market Website.
- Includes a business name listing on all 2019 promotional materials.
- Yard Sign to Display

## Cornerstone Sponsor #3

- Your logo placed in the Miami Valley Newspaper ad each week
- Your logo on the New Carlisle Farmer's Market Website, linked to your website
- Includes your business name and logo on all 2019 promotional materials
- Yard Sign to Display

## Leadership Sponsor #4

- Social Media Marketing Package-One Post per Week during the entire market season, Cross Platform Posting on Twitter, Instagram, & Facebook
- Your logo placed in the Miami Valley Newspaper ad each week
- Your logo on the New Carlisle Farmer's Market Website, linked to your website
- Includes your business name and logo on all 2019 promotional materials
- Yard Sign to Display

## Farmers Market Day Sponsor #5

- Social Media Marketing Package-One Post per Week during the entire market season, Cross Platform Posting on Twitter, Instagram, & Facebook
- Plus, Weekly Facebook Boosted Ads, Larger and More Prominent Ad Space in all Materials
- Naming rights for this day (New Carlisle Farmer's Market, sponsored by your business) promoted at the market
- Your business name and logo in promotional materials for that day
- Your business name and logo featured in the New Carlisle News ad for this day, and included every other week
- Live radio remote on 101.5 HANK-FM, all sponsored by Market Day sponsor. Includes:
  - 30+ promos leading up to the market day
  - 20 radio spots, and 4 60-second cut-ins during the 2-hour remote
- Your larger logo placed in the Miami Valley Newspaper ad each week
- Your larger logo on the New Carlisle Farmer's Market Website, linked to your website
- Includes your business name and logo on all 2019 promotional materials
- Yard Sign to Display

**Sponsor Level 4 and Sponsor Level 5-** We would like to come to your place of business and get photos and or videos showcasing your business that we can use as content for our Social Media Campaign. If you have photos and videos already, please send those files along with your signed and returned form.