



Cheverly Community Market 2017 Sponsorship Opportunities

The Cheverly Community Market is committed to offering a vibrant market that strengthens the community through providing fresh, nutritious food from local sources, and encouraging unique local businesses and arts. We create an atmosphere that fosters community, inclusivity, and educational activities, while encouraging local economy. Vendors' fees cover only a portion of the costs of operating the Market. In an effort to keep vendors' fees as low as possible, Cheverly Community Market seeks sponsors to ensure that we're able to bring fresh, local food to the community and the community to fresh, local food. Prospective sponsors are evaluated by the Board to ensure there is no direct conflict with the Market's mission. Both cash and in-kind sponsors are needed.

Our Values

- Contribute to the health of local citizens
- Increase the accessibility of local foods
- Support the economic strength and sustainability of local farms
- Promote a community gathering place where everyone has a sense of belonging and connection

Sponsors will be considered if they meet the following criteria:

- Locally owned or have a local affiliate (within 100 miles of Cheverly)
- Company purpose or values must align with the Market's mission, preferably through support of one of the following either through business/service or corporate social responsibility:
 - Farming, farmers
 - Local food/beverages, local food systems
 - Health, nutrition, wellness

- Environment, sustainability
- Local economy
- Sponsorship commitment form is complete and signed

YOUR CONTRIBUTION

- Allows us to double the value of nutrition programs offered to lower-income customers
- Enables us to reach more consumers through increased marketing and promotion
- Generates awareness and growth through printed materials
- Enhances the Market experience by supporting musicians and entertainers
- Allows us to build capacity to deliver a variety of services beneficial to our community and local economy

SPONSOR BENEFITS

Full Basket Sponsor \$2,000

- Inclusion on widely distributed Market promotional item that features Market dates and is distributed throughout Cheverly and nearby communities (minimum of 1,000 pieces produced)
- Opportunity to interact with 400-600 Market customers and 20+ vendors from a dedicated space at the Market on **three regular season and one holiday** Market dates*
- Thank you announcement at Market by Cheverly Community Market board member on Market dates that you are present
- Logo and one paragraph description with link included on donor page of Cheverly Community Market website
- Twelve dedicated posts and Tweets (one each month) on Facebook and Twitter to the Market audiences of 1,100+
- One-paragraph description included in Market email sent to 650+ customers the Friday prior to each Market (13-15 emails sent per season)

Season Sponsor \$1,000

- Opportunity to interact with 400-600 Market customers and 20+ vendors from a dedicated space at the Market on two regular season and one holiday Market dates*
- Logo with link included on donor page of Cheverly Community Market website
- Twelve dedicated posts (one each month) on Facebook to the Market audience of \$1,000+
- Inclusion in thank you listing for sponsors in Market email sent to 650+ customers the Friday prior to each Market (13-15 emails sent per season)

Friend of the Market Sponsor \$500

- Opportunity to interact with 400-600 Market customers and 20+ vendors from a dedicated space at the Market on two regular season Market dates*
- Company name and link on donor page of Cheverly Community Market website
- Six dedicated posts (one a month during Market season) on Facebook to the Market audience of 1,000+
- Inclusion in thank you listing for sponsors in Market email sent to 650+ customers the Friday prior to each Market (13-15 emails sent per season)

Market Day Sponsor \$100

- Opportunity to interact with 400-600 Market customers and 20+ vendors from a dedicated space at the Market on one regular season Market date*
- One dedicated post on Facebook to the Market audience of 800+, during the week leading up to the Market
- One-paragraph description included in Market email sent to 650+ customers the Friday prior to Market

*Dates are first come, first served; table placement is determined by the Market Manager and non-negotiable; If desired, canopies, banners and hand-outs are the responsibility of the sponsor.

In-Kind Sponsor

In-Kind sponsors are needed to cover the cost of budgeted items such as printing and design. In-kind sponsors are entitled to the benefits above based on the value of the service, not to exceed the amount budgeted for such service by the Market Board of Directors.

SPONSOR GUIDELINES

The Cheverly Community Market Board is grateful for Market sponsors. In an effort to stay true to our mission and maintain the friendly, open atmosphere of the Market, the Market Board has developed the following guidelines:

A. In order to best fulfill our purpose, the Cheverly Community Market will have one sponsorship table available per market, on a first come-first served application basis and subject to Board review and approval.

B. Sponsors are expected to submit the sponsorship application at least two weeks prior to the first preferred Market date and must provide satisfactory proof that they qualify based on the following criteria:

- Locally owned or have a local affiliate (within 100 miles)

- Company purpose or values must align with the Market's mission, preferably through support of one of the following, either through business/service or corporate social responsibility:
 - Farming, farmers
 - Local food/beverages, local food systems
 - Health, nutrition, wellness
 - Environment, sustainability
 - Local economy
- Sponsorship application complete

C. Sponsors who qualify for a table at the Market must abide by these rules when hosting a table at the Cheverly Community Market:

- Sponsors may have access to their space beginning at 6:45am on Saturdays. Set-up must be completed and vehicles removed by the start of the Market (8:00am), no exceptions. For safety reasons, early take-down and departure before closing time will not be allowed.
- Sponsors may not share stall space with others without the express written consent of the Market. However, a sponsor may assign persons to assist them. The sponsor signing this agreement takes full responsibility for his or her Market space.
- Sponsors are encouraged to use canopies, signs, and clean, attractive display techniques. Sponsors are required to maintain their space in a clean, safe, and sanitary manner, including protecting the pavement from oil or fuel drips from any part of their vehicle. This includes hauling away any trash or garbage that is generated in or around the booth and sweeping up any debris left on the ground.
- Sponsors may not offer goods or services for sale at the Market, but may collect contact information for Market visitors who voluntarily agree to receive follow-up information.
- Sponsors may hand out promotional materials to Market visitors who visit their table. If food items are to be handed out, the Market Board requests that it be purchased from vendors in the Market.
- Sponsors may not interfere with Market operations by aggressively soliciting signatures, sales or attention. Any activities undertaken at the Market may not block pedestrian traffic flow or access to assigned seller stall spaces.
- Sponsors must stay with their tables or displays. At no time may representatives walk through the Market handing out information.
- Sponsors must accept the spaces assigned to them by the Market Manager.
- Sponsors must prominently display name and bring its own tables and chairs.
- The Market retains the right to regulate the time, place and manner of activities relating to displays, signs, posters, placards and other expressions of the interests represented. The use of "fighting words", obscenities, grisly, or gruesome displays or highly inflammatory slogans likely to provoke a disturbance may be prohibited by the Market Manager.

- No political campaigning is permitted at any time within Cheverly Community Market.
- No smoking is allowed in the stall space or Market area.
- No animals are allowed in the Market.

D. No benefits will be fulfilled until full payment is received from the sponsor.

E. The Board of Directors has authorized the Market Manager to enforce the above rules. Violation could mean immediate or seasonal expulsion from the Market. Appearance at the Market does not constitute an endorsement from the Cheverly Community Market of any group, cause, or opinion.

F. The Cheverly Community Market reserve(s) the right to terminate the Market or change its time and/or location and/or other policies as may be deemed necessary.

Market Location

The Cheverly Community Market takes place at the Cheverly Community Center, 6401 Forest Road, Cheverly, Maryland.

Mailing Address and Contact Information

Cheverly Community Market
PO Box 1412
Cheverly MD 20785

Email: cheverlycommunitymarket@gmail.com
Market Manager: Tim Fothergill
Sponsorship Coordinator: Brittany Pfister

Times of Operation and Market Dates

The Market operates every other Saturday from 8:00am to 12:00pm. There are two special indoor markets: a Thanksgiving Market in November and a Holiday Market in December. **The 2017 Market dates are:** June 3, June 17, July 1, July 15, July 30, Aug. 12, Aug. 26, Sep. 9, Sep. 23, Oct. 7 and Oct. 21. **Holiday Markets:** November 18th and December 9th.

**2017 Cheverly Community Market
Sponsor Commitment Form**

Company Name: _____

Contact Name: _____

Mailing Address: _____

Business Telephone: _____ Cell Phone: _____

Email: _____ Website: _____

Explain how the company's purpose and/or values align with the Cheverly Community Market's mission: _____

If using space on a Market day, provide description of planned activities at the Market:

Other markets in which you participate:

Please check the boxes to confirm the following:

- Company is locally owned or has a local affiliate (within 100 miles of Cheverly)
- Company purpose or values align with the Market's mission, through support of one of the following, either through business/service or corporate social responsibility (circle all that apply):
 - Farming, farmers
 - Local food, local food systems
 - Health, nutrition, wellness
 - Environment, sustainability
 - Local economy

Please select your sponsorship level:

- Full Basket \$2,000
- Season \$1,000
- Friend of the Market \$500
- Market Day \$100 (# of days at \$100 each: _____)

Please list your top three preferred dates:

- 1.
- 2.
- 3.

I have read and agree to abide by the guidelines of Cheverly Community Market.

Signature(s): _____ Date: _____