

# Champaign

## Farmers Market



2021 SEASON



# SPONSORSHIP OPPORTUNITIES



— THE LAND —  
CONNECTION



The Land Connection (TLC) believes that equitable access to fresh, locally grown and produced foods is the foundation of a healthy community. To actualize this commitment, we host the Champaign Farmers Market, an annual farmers market in downtown Champaign that provides our community a convenient location to purchase locally grown and produced foods.

Filled with more than a dozen food and farm product vendors, the Champaign Farmers Market draws over 18,000 community members to downtown Champaign each year and puts approximately \$80,000 back into our local economy through direct purchases from our Market vendors. Those community members also shop at other local businesses while downtown for the Champaign Farmers Market, thereby increasing the impact that the Market has on the local economy, helping local businesses thrive, and creating a vibrant local community.

The Market operates largely due to the generous support we receive from area businesses and individuals committed to increasing food access for our community and building a strong local food economy. Over the years we have found that sponsorship of the Market is one of the best opportunities for businesses like yours to partner with The Land Connection on this shared commitment. The sponsorship packet that follows offers you a look at the possible levels of partnership that best suit your interests and highlights the many accompanying incentives available.

On behalf of The Land Connection, I would like to thank you in advance for your interest in the Champaign Farmers Market. Our vision to build a strong, community-based food system in which every farmer has the opportunity to grow sustainably and every person can easily access responsibly-raised and produced local foods could not happen without your support. We hope you will join us in building the cornerstone of a strong local food community that will feed families, just like yours, for years to come.

With appreciation,

A handwritten signature in blue ink that reads "Cay Diamond".

Cay Diamond, Farmers Market & Outreach Manager



# SPONSORSHIP OPPORTUNITIES & BENEFITS

	Okra \$100	Peach \$250	Kohlrabi \$500	Romanesco \$750	Blueberry \$1,250	Eggplant \$2,500
Name Recognition on Social Media (no logo)	✓	✓	✓	✓	✓	✓
Inclusion in the "Where's Eggwardo" Campaign*	✓	✓	✓	✓	✓	✓
1 week to promote your business at the "Local Business Tent" at the Market*		✓	✓	✓	✓	✓
Your business name listed on the "Friends of TLC" page on the website		✓	✓	✓	✓	✓
Business materials (coupons, branded items, etc.) at the Market tent (must coordinate in advance, no paper products if possible)			✓	✓	✓	✓
Your logo on the Market sponsor banner at entrance to the Market			✓	✓	✓	✓
"Thank You" posts on Social Media promoting your business			✓	✓	✓	✓
Business materials inserted into the monthly "Kid's Kits" bags that are distributed at the Market (subject to approval)*				✓	✓	✓
A "Sponsor Shout-out" in the new, weekly, year-round local food e-newsletter "The Currant"*				✓	✓	✓
2 weeks to promote your business at the "Local Business Tent" at the Market*					✓	✓
Your logo featured on one Market week's Facebook event page and marketing materials (today's Market sponsored by...)					✓	✓
Your logo featured on on-site signage for 1 Market (today's Market sponsored by...)					✓	✓
"Business Spotlight" blog posted on TLC's website and promoted through social media and in "The Currant"*						✓
Your logo on two large vinyl Market banners on the fence around the Market lot denoting you as an Eggplant Sponsor (major sponsor)						✓
Official sponsor of "Kid's Kits" for one month with your business included in all advertising and videos that month*						✓
Your logo listed on "Friends of TLC" page on the website						✓
Your logo included on Market rack card with Market info and benefits						✓

\*see next page for more info

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- **Champaign Farmers Market Instagram TV Series - \$2,500** [Includes "sponsored by" shout-out on each weekly episode, social media posts, logo on the Market webpage, and a Business Spotlight blog posted to The Land Connection's website and shared in "The Currant," a new, weekly, year-round e-newsletter that focuses on promoting area farmers markets and local food.]
- **Champaign Farmers Market Community Tent - \$2,500** [Includes "sponsored by" shout-out each week in digital promotion, social media posts, logo on the Market webpage, signage with logo on the tent, and a Business Spotlight blog posted to The Land Connection's website and shared in "The Currant," a new, weekly, year-round e-newsletter that focuses on promoting area farmers markets and local food. The Community Tent is available to local community groups and organizations that are looking to connect with Market shoppers and discuss their services and is curated by the Market Manager. This is separate from the Local Business Tent.]

*If you don't see a sponsorship opportunity package or series of benefits that fits your business needs, we can build a custom package for you.*

Contact the Market Manager at [market@thelandconnection.org](mailto:market@thelandconnection.org) or 217.840.2128 with any questions.

## KID'S KITS

Kids Kits is a program that the Champaign Farmers Market rolled out last year in response to COVID that provided meal kits for families to engage in a family activity focused on local food during quarantine. The program creates kid-friendly and nutritious recipes each month along with a fun video of our "Kit Kids" visiting local farms and cooking the recipe themselves with the help of a local chef. The kits included the recipe ingredients and a link to the videos. We will distribute approximately 400 kits during the 2021 Champaign Farmers Market season.

## LOCAL BUSINESS TENT

The Local Business Tent allows businesses to interact directly with customers at the market to promote your business. On-site product sales are not allowed. We provide the tent, a table, and two chairs. There will be one local business for each market and spots will be filled on a first-come, first-served basis after payment has been received.

## WHERE'S EGGWARDO CAMPAIGN

The "Where's Eggwardo" Campaign is a way for the Champaign Farmers Market and our mascot, Eggwardo, to engage with local businesses. The campaign will consist of social media posts of Eggwardo visiting different businesses around town on specified days, shopping/eating, and visiting with staff and other customers. All sponsorship tiers are able to join in the campaign, but the focus is on promoting downtown businesses.

## SPONSOR SHOUT-OUT

The Sponsor Shout-out is a section of our new, weekly, year-round local food e-newsletter, The Currant, where we highlight businesses and organizations that sponsor the Market. Each business or organization may submit a story, article, or bio of 50-100 words that will appear in the newsletter, along with a logo or image, for one week.

## BUSINESS SPOTLIGHT

The Business Spotlight blog will be featured on the TLC website and will be an opportunity to showcase sponsoring businesses and organizations. We will work with sponsors to design a Spotlight that will best highlight their business, whether that be a blog, an interview, or some other format.

## DUE DATE

Sponsorship Submission Deadline: **April 16, 2021**

For Eggplant-level sponsors, market weeks will be designated as "sponsored by" a sponsor on a first-come, first-served basis after payment has been received. Benefits will begin at the start of the 2021 Farmers Market season.

## APPLICATION & PAYMENT

Online application and credit card payment is available through our website [thelandconnection.org](http://thelandconnection.org).

**To pay by check:** please fill out the [online application](#), use the coupon code 'FMSponsor', and mail your check to:

The Land Connection  
206 N Randolph St, Suite 400  
Champaign, IL 61820

If you have questions about payment, please email Cay at [market@thelandconnection.org](mailto:market@thelandconnection.org). **Notice of cancellation** must be made prior to April 16, 2021. All cancellations received by this date will receive a full refund minus a 5% processing fee. Cancellations submitted on or after April 16, 2021 will not be refunded.

## LOGO INFORMATION

If you didn't submit your logo in the application, please email a high resolution copies of your logo to Taidghin O'Brien at [taidghin@thelandconnection.org](mailto:taidghin@thelandconnection.org). **Preferred file types: .ai, .eps, and .png.**