

Sponsorship

YOUR CONTRIBUTION...

- enables us to reach *more local and visiting consumers* through increased marketing and program support.
- provides financial support for *community outreach* programs.
- generates *awareness and growth* through printed materials.
- allows for the development of new program *partners*.
- facilitates the recruitment and training of new *market vendors and small business entrepreneurs*.
- provides additional resources to increase *ag tourism* to the fruit belt region.
- allows us to build capacity providing the infrastructure necessary to deliver a variety of services *beneficial to our community and local economy*.

YOUR SUPPORT IS RECOGNIZED...

- on the sponsor page of our website.
- in press releases and press coverage.
- by linking your logo throughout our seasonal e-newsletter.
- *Blue Ribbon* sponsorship level offers additional benefits!

Together we can make a dramatic impact on the health and economy of Adams County!



ADAMS COUNTY FARMERS MARKET ASSOCIATION, INC.

Mission

We are committed to building vibrant farmers markets which support small-scale producers, enhance the communities we serve, assist families with access to fresh nutritious food and educate the public about the benefits of eating locally grown products from economically sustainable farms.

P. O. Box 3224
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The Adams County Farmers' Market Association, Inc. is a Non-Profit 501(c)6. Contributions are deductible as allowed by law. The Association is managed by an *all volunteer* Board of Directors.



TOGETHER
WE CAN
Cultivate
OPPORTUNITIES

2014

The Landscape

Adams County has 174,000 acres of farmland. Creating opportunities for farmers and small-scale producers to sell products to local and visiting consumers has a positive impact on our economy.

The region boasts a strong tourism industry that **coincides with the area's peak growing season.**

Consumer interest **in farmers' markets continues to** remain high with the USDA reporting a steady increase nationwide. Consumers continue to seek out markets that offer a variety of local products, goods and services.

25% of families in Adams County are food insecure. Increasing access to high quality, nutritious, local food is essential to our residents sustainability and health.

Partnerships are essential to ensure longevity, increase sales, maximize consumer satisfaction and contribute towards a variety of community needs.

As consumer interests, food trends and the population shifts, programs that connect, educate and inspire are essential in strengthening our farming community and region.



Major Successes

2008-2013: Awarded Pennsylvania Department of Agriculture Direct Farm Sales Grants to increase marketing, build capacity, develop an online presence, recruit and support new vendors, stimulate new business and develop wellness programs.

2010: Received funding from Capital RC&D to provide wireless debit services and EBT availability for SNAP recipients at each market.

2010: Expanded the Board of Directors to increase expertise and collaboration in the areas of health, nutrition, food policy and culinary skills.

2010: In collaboration with the Adams County Food Policy Council, Healthy Options is launched addressing food insecurity here in Adams County.

2011: Partnered with Wellspan-Health to provide incentives for SNAP usage through our Double Dollars Program. The program continues with additional support from Adams County Community Foundation and St. James Lutheran Church.

Market Impact

Since 2008 over 25 growers, farmers and small-scale producers have the opportunity to sell and promote their product lines directly to consumers.

Our three market locations offer consumers the ability to purchase local foods three days a week.

Cooking demonstrations and nutrition education impact the health of consumers each market season.

E-newsletters provide awareness and healthy tips while promoting the farmers markets and local agriculture.

The Wireless EBT machine enables SNAP (food stamp) recipients to access healthy food.

Collaboration with local hospitals, restaurants and community organizations creates a network to build a stronger community while supporting the local economy.



Farmers' markets have become public places where communities meet.
Our local markets provide the ideal setting to educate, inspire and engage consumers.

Support Levels & Benefits

\$2,500-*Blue Ribbon* Market Sponsor

- Your company logo prominently displayed at all market locations for the entire 2014 season.
 - Over 20 weeks of high visibility for your **company's logo placement on market banners** and consumer handouts.
 - Press release recognition in area publications.
 - Your company name, logo and link throughout **the Association's popular e-newsletter** and social media published throughout the season.
 - Only five (5) Blue Ribbon sponsorship levels are available in 2014.
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\$1,000-*Corporate Friend* of the Market

- Your company logo displayed at the market information table for the entire 2014 season.
- Your company name, logo and link listed on the **Association's Meet Our Sponsors** web page.
- Recognition of your generous support through the Association e-newsletter and social media.

Unable to become a *Blue Ribbon* or Corporate Friend of the Market sponsor this year. Any donations would be *greatly appreciated* to assist us in fulfilling our mission in 2014.

The Association recognizes *all* sponsors on its website: www.acfarmersmarkets.org.

Thank you for your support!

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