



MILLERTON FARMER'S MARKET SPONSORSHIP OPPORTUNITIES 2011 MARKET SEASON

Dear Millerton Farmer's Market Supporter,

Now going into its fifth year, the Millerton Farmer's Market is back, with 20 vendors and a 23 week season in summer, plus monthly winter markets. **By becoming a Market Sponsor** you will associate your business with a much-loved fixture in downtown Millerton, which draws people from all over the region, who stay and shop at local stores and restaurants. **Sponsors will have their business logo included on our website, Facebook page, print ads and radio announcements, with more co-branding and merchandise options available.**

The Market has become a primary reason to come to downtown Millerton on Saturday mornings, from late Spring through mid-Fall. The 2011 season starts on Memorial Day Weekend – May 28 is the first day – and runs through the end of October, with monthly markets throughout the winter at Gilmor Glass.

Our farmers and vendors sell everything from fresh vegetables and fruit, to eggs, lamb, bacon, honey, wool, cheese, and baked goods, apples, peaches, cherries and berries; prepared foods such as quiche and soup; and wine, all from local farms and producers. New this year will be the delicious breads of Berkshire Mountain Bakery and the famous goat cheeses from Coach Farm.

A team of local teenagers are paid to work at the market, assisting the farmers, selling jams and a variety of other products they've made from locally grown produce. In the process they develop entrepreneurial and work skills and a new awareness of the importance of eating local, healthy food.

Weekly musical performances, chef demonstrations, and a wide range of special events add to the experience.

Please review the attached pages for more information about sponsorship options. The information is also available on our website, www.neccmillerton.org/farmers.htm. Please feel free to call us to discuss your ideas for sponsoring something special at the Farmer's Market this year!

Bring Fresh Home!

Betsey McCall
(917) 841-6653
betseymccall@gmail.com



MILLERTON FARMER'S MARKET 2011 SPONSORSHIP LEVELS

We invite our local businesses to become a part of the Market this year. Your business name will be associated with the freshest thing going in Millerton!

- **Farmland Steward: \$500** –Your business name and logo will be listed as a major sponsor on our brochure (2,000 printed and distributed throughout the Tri-State area; plus all of the below. Must be received by April 20.
- **Market Advocate \$100** – All of the below, and your name and logo in the monthly print advertisement (one quarter-page in Compass), event flyer (distributed/posted at least 20 venues in the tri-state area) and radio (underwriting announcement played on WHDD) for the month you choose.
- **Farmer's Friend: \$50** – Your logo on our website (linked to yours); your name listed as a sponsor for one month (of your choosing) on signboard at Market Manager's table, and on our Facebook page and bulletins.

Special Sponsorship Opportunities: We are open to partnerships with local businesses to create items such as logo merchandise, food products and special promotional campaigns. To inquire about this special opportunity, call Jenny at 518-789-4259.)



MILLERTON FARMER'S MARKET 2011 SPONSORSHIP AGREEMENT

Contact Person: _____

Name of Business: _____

Address _____

City / State / Zip _____

Phone _____ Email _____

(we do not rent or share email addresses; you will receive regular updates about Market events and activities.)

Check enclosed Bill me

Credit Card #: _____ (circle one: Visa / MC) Exp. date: _____

Sponsorship level chosen:

Farmland Steward: \$500

Market Advocate \$100

Farmer's Friend \$50

Make checks payable to North East Community Center, and mail to:

NECC, PO Box 35, Millerton NY 12546

To email your business logo, send it to jenny@neccmillerton.org.

For more information, email or call Betsey McCall, (917) 841-6653