



## 2018 Business Sponsorship Package

Since 2008, the Mercer Island Farmers Market (MIFM) has been connecting farmers, consumers, and the Island business community to create a valuable, sustainable community asset. With over 2000 visitors per week, MIFM continues to be a strong platform for community engagement while establishing connections to Washington State producers and artisans. Our weekly music program is well-received, supporting local musicians while entertaining visitors.

MIFM is a 501 (c) (3) non-profit organization whose operating budget is offset by vendor fees, business sponsorships, and individual donations. MIFM relies on a small paid staff with volunteer assistance to operate during the year. Oversight is provided by a volunteer Board of Directors. MIFM is **not** operated by the City of Mercer Island, so support from the local community is essential.

### Here's why a 2018 MIFM sponsorship makes sense for your business:

- On each Market day, between **2,000 and 6,000 customers** visit the Market. The Market operate regularly from June to October, as well as the Harvest Market in November (**18 Markets total**).
- **Most customers attend more than ten markets** per season. This is a great opportunity to introduce and reinforce your brand to a **loyal audience**.
- **The Market's convenient central location** within the town center delivers foot traffic to local businesses and visibility for your products and services.

### We've designed four sponsorship levels—

Bronze (\$500), Silver (\$1000), Gold (\$2500) and Platinum (\$5000)

Each level provides your business or organization an opportunity to support the Market in a way that's best for you. The attached chart describes the many benefits of sponsorship in detail. If you have other ideas in mind to promote your business, we're happy to discuss them with you!

*"Being a MIFM Sponsor is far more effective than paid advertising, since MIFM promotes my business in so many ways, including by word of mouth.*

*I like giving back to the community and being involved in the community where my patients live. It's like being a part of a family."*

**Dr. Corrado Masciocchi**  
**Owner/Optomtrist**

Mercer Island EyeWorks

<b>MIFM Sponsorship Levels and Benefits</b>	<b>Bronze \$500</b>	<b>Silver \$1000</b>	<b>Gold \$2500</b>	<b>Platinum \$5000+</b>
<b>WEBSITE:</b> Name displayed on MIFM website's Sponsor Page, with a live link to your website or Facebook page.	✓	✓	✓	✓
<b>SIGNAGE:</b> Name and logo of Sponsor posted at the MIFM information Booth.	✓	✓	✓	✓
<b>SPONSOR OF THE WEEK:</b> For one Sunday, get your own booth, provided by the Market and staffed by your personnel, to promote your business or organization. In-booth offerings are subject to Market Manager approval.		✓	✓	✓
<b>SOCIAL MEDIA:</b> Your business or organization will be included on MIFM's weekly Facebook/Instagram posting as a Sponsor of the Week, Program, or Season.		✓	✓	✓
<b>SPONSOR OF A Program:</b> "Adopt" a program such as Children's Activities, Master Gardeners, Music, or Hospitality (where patrons can sit, eat, and talk). Your business name will be associated with the Program visually with a banner or other signage for the entire MIFM season.			✓	✓

**Mercer Island Farmers Market**

**2018 Sponsor Profile Form**

Company Name	
Company Address	
Company Phone	
Email	
Contact Person/Phone	
Contact Person Email	
50 Word Description of Company (for promotional purposes) including website link	
Sponsorship Level Desired	
For Gold & Platinum Sponsors: <u>Which day</u> would you like to be Sponsor of the Week? (See calendar on next page. First come, first served!)	

## Mercer Island Farmers Market

### 2018 Schedule (Sundays, 10am-3pm)

For Silver, Gold & Platinum Sponsors: Which day would you like to be **Sponsor of the Week**?

Write in your top 3 choices? Option 1 \_\_\_\_\_, Option 2 \_\_\_\_\_, Option 3 \_\_\_\_\_

June	July	Aug	Sept	Oct	Nov
3	1	12	2	7	18
10	15	19	9		
17	22	26	16		
24	29		23		
			30		

#### Market Location:

[7700 SE 32<sup>nd</sup> St, Mercer Island, WA 98040](https://www.google.com/maps/place/7700+SE+32nd+St,+Mercer+Island,+WA+98040)

On the north end of Mercedale Park



- 1) Please contact MIFM Market Manager, Lora Liegel, to discuss your level of interest at 206-235-1185, or [lora@mifarmersmarket.org](mailto:lora@mifarmersmarket.org)  
Send filled out application via email or mail.
- 2) After confirmation from Market Manager, send check payable to “MIFM” to address: MIFM, PO Box 71, Mercer Island, WA 98040
- 3) Email a high resolution png or jpeg picture of your business logo to: [lora@mifarmersmarket.org](mailto:lora@mifarmersmarket.org)

Thank you so much for your support!

Please retain a copy of this packet for your records.

Mercer Island Farmers Market is a 501(c)(3) non-profit organization.  
Tax ID number: 27-1955433.