

## Sponsorship Guide

The **Downtown Yakima Farmers’ Market (DYFM)** is located in the heart of Downtown Yakima administered by the **Downtown Association of Yakima (DAY)**. DYFM is a seasonal market offering fresh, local produce, flowers, prepared foods and handcrafted items directly to the Yakima community. The Market is intended to encourage pedestrian activity in the city’s urban core, provide improved access to agriculture education, and give the community a festive weekly gathering place during the agricultural growing season.

### Downtown Yakima Farmers’ Market Media Sponsorship Levels

|                  |          |
|------------------|----------|
| Cultivator ..... | \$10,000 |
| Sustainer.....   | \$7,000  |
| Harvester .....  | \$4,000  |
| Orchestra.....   | \$2,500  |
| Cropper.....     | < \$500  |

With written commitment by March 2020, the above packages are guaranteed.

Downtown Yakima  
Farmers’ Market  
14 S. 1<sup>st</sup> Street,  
Yakima, WA 98902  
www.downtownyakima  
farmersmarket.com  
509.961.2055

**Target Audience:** Families, adults, seniors, youth and teens  
**Anticipated Attendance:** 35,000+ shoppers within six months  
**Date & Time:** Sundays, May 10 – October 25; 9 a.m.-1 p.m.  
**Location:** Downtown Yakima on S 3<sup>rd</sup> Street, between Yakima and Chestnut Avenues

#### Marketing Plan:

- ❖ Posters: 300+ delivered to Yakima City facilities, local businesses, schools, and other prominent locations.
- ❖ Post Cards: 1,000+ distributed to local hotels and restaurants
- ❖ Newspaper: Paid event advertisement in local/regional papers
- ❖ Signage: Located at key intersections each Sunday
- ❖ Social Media: Name and/or logo mention on Facebook (2,000+ DYFM & 10k+ DAY followers) & Instagram (1,700+ followers)
- ❖ Websites: Name and logo on DYFM & DAY website, with option of linking to sponsor website

NOTE: Customized sponsorship packages can be created to meet your needs, budget and goals.



*DAY is a 501(c)(3) organization: EIN 20-2578831*



## Sponsorship Opportunities

### Cultivator - (>\$10,000)

- Presenting sponsor
- Logo listed on all Market-produced materials from marketing plan, in addition to:
- Banner showing sponsorship on each side of Food Court tents (four sides in middle of market)
- Two sandwich board or flags - one on each end of market with logo each market day (26 weeks)
- Promotional booth space (10' x 10') each week during Market season (26 weeks)
- Logo on Banner over Yakima Ave. (when applicable)
- Press release announcing sponsor
- Logo present on DAY monthly Newsletter
- 15 mentions on social media platforms, with the option of linking to sponsor social media and/or website page through end of Market season
- Logo on side of trailer with DYFM logo

### Sustainer (\$7,000 Partner Sponsor)

- Logo listed on all Market-produced materials from marketing plan in addition to:
- Promotional booth space (10' x 10') at 10 Market days during the season.
- Two sandwich board or flags - one on each end of market with logo each market day (26 weeks)
- Logo present on DAY monthly Newsletter
- 10 mentions on social media platforms, with the option of linking to sponsor social media page and/or website page through end of Market season

### Harvester (\$4,000 Community Sponsor)

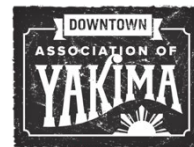
- Promotional booth space (10' x 10') at five Market days during the season.
- Logo present on DAY monthly Newsletter.
- Five mentions on social media platforms, with the option of linking to sponsor social media and/or website page for duration of Market season.
- Name/Logo on DYFM & DAY website

### Vegetable Orchestra (\$2,500 Buskers)

- Banner at Theatre location each day of Market (26 weeks)
- Four mentions on social media platforms, with the option of linking to sponsor social media and/org website page for duration of Market season.
- Name/Logo on DYFM & DAY website

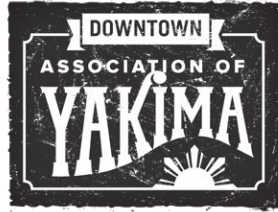
### Cropper (<\$500)

- Donation/Support of the Market
- One mention and the option of linking to own social media page.
- Name/Logo on DYFM & DAY website, with the option of linking to own website for duration of Market season.



|   | Cultivator | Sustainer | Harvester | Orchestra | Cropper |
|---|------------|-----------|-----------|-----------|---------|
| <b>Brand Exposure</b>   |            |           |           |           |         |
| Press Release   | *          |           |           |           |         |
| Banner showing sponsorship on Food Court tents                | *          |           |           |           |         |
| DAY Newsletter  | *          | *         |           |           |         |
| Logo on marketing materials                                   | *          | *         |           |           |         |
| Sandwich Boards/Flags   | *          | *         |           |           |         |
| Logo in DAY monthly newsletter                                | *          | *         | *         |           |         |
| Promotional Booth Space                                       | 26 weeks   | 10 days   | 5 days    |           |         |
| Social Media exposure   | *          | *         | *         | *         | *       |
| DYFM & DAY Websites   | *          | *         | *         | *         | *       |
| Banner/Sandwich Board showing sponsorship at Theatre location |            |           |           | *         |         |





Contact Person: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 List on-site activity and any distribution materials: \_\_\_\_\_

*Note:* Sponsors are responsible for providing all necessary set-up materials (tents, tables, chairs, displays, etc.) and removing all materials after each market. Those with a booth present at Market, certificate of insurance needs to be provided showing evidence of general liability insurance with coverage of at least \$1 million per occurrence/\$2 million aggregate and include the “Downtown Association of Yakima, 14 S 1<sup>st</sup> Street, Yakima, WA 98901” as the additional insured. Give-a-ways and/or hands-on activities are recommended to draw participants to your booth.

Please check the following opportunities that interest you:

|                       |          |                                 |         |
|-----------------------|----------|---------------------------------|---------|
| _____ Cultivator..... | \$10,000 | _____ Vegetable Orchestra ..... | \$2,500 |
| _____ Sustainer ..... | \$7,000  | _____ Cropper .....             | < \$500 |
| _____ Harvester ..... | \$4,000  |                                 |         |

### Media Sponsorship Level

|                          |                          |                          |                          |                           |                           |                           |
|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|---------------------------|
| __ May 10 <sup>th</sup>  | __ May 17 <sup>th</sup>  | __ May 24 <sup>th</sup>  | __ May 31 <sup>st</sup>  | __ June 7 <sup>th</sup>   | __ June 14 <sup>th</sup>  | __ June 21 <sup>st</sup>  |
| __ June 28 <sup>th</sup> | __ July 5 <sup>th</sup>  | __ July 12 <sup>th</sup> | __ July 19 <sup>th</sup> | __ July 26 <sup>th</sup>  | __ Aug. 2 <sup>nd</sup>   | __ Aug. 9 <sup>th</sup>   |
| __ Aug. 16 <sup>th</sup> | __ Aug. 23 <sup>th</sup> | __ Aug. 30 <sup>th</sup> | __ Sept. 6 <sup>th</sup> | __ Sept. 13 <sup>th</sup> | __ Sept. 20 <sup>th</sup> | __ Sept. 27 <sup>th</sup> |
| __ Oct. 4 <sup>th</sup>  | __ Oct. 11 <sup>th</sup> | __ Oct. 18 <sup>th</sup> | __ Oct. 25 <sup>th</sup> |                           |                           |                           |

On-site Market Day(s) based on sponsorship package selected

**Agreement:** The Downtown Yakima Farmers’ Market agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the DYFM, its duly elected officials and its employees to save and hold harmless the Downtown Association of Yakima from losses, damages or injuries.

Authorized Signature for Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature of DYFM: \_\_\_\_\_ Date: \_\_\_\_\_