

Waterloo Urban Farmers Market  
212 E. 4th St  
Waterloo, IA 50703



Community Supporter:

Thank you for your continued support of the Waterloo Urban Farmers Market. Planning for the 2022 season is underway and we invite your organization to support your local farmers and vendors this upcoming market season.

The market season will kick off on May 7th and run through October 29th. The Waterloo Urban Farmers Market is held every Saturday from 8:00 a.m. - 12:00 p.m. at the RiverLoop Expo Plaza (460 Jefferson Street). Our Board of Directors is composed of vendors, representatives from local organizations, and businesses invested in the success of the market and downtown area. Our market team strives to create a vibrant marketplace dedicated to championing and supporting local producers and businesses by providing a community resource for local, sustainable food and products.

In 2021, the Waterloo Urban Farmers Market served as an outlet to 40+ local farmers and vendors featuring a wide variety of products including fresh fruits and vegetables, fresh meats, food trucks, homemade baked goods, artisan crafts and much more. In addition, our market offers community spaces for local businesses and organizations to engage with market patrons, weekly children activities, and various benefit assistance programs.

Our market serves a broad cross section of the Cedar Valley's population, reflective of the diverse makeup of our community. The market's participation in benefit assistance programs includes SNAP/EBT, Double Up Food Bucks, Farmers Market Nutrition Program Wic and Senior Checks, and Veggie Vouchers. These programs help local families on fixed incomes stretch their grocery budget, and take home more fresh fruits and vegetables while supporting the local farmers and keeping dollars in the local economy.

Community Supporter:

We value your partnership and appreciate your consideration to support our efforts in providing a vibrant marketplace for vendors and the local community.

We would like to offer you the opportunity to support the Waterloo Urban Farmers Market through sponsorship. There are 4 levels to choose from:

- **Presenting Market Sponsor** (One Available): For \$5,000, you will be the presenting sponsor for all 26 weeks of the Waterloo Urban Farmers Market. You will have the opportunity to have a prominently located information table, display a banner you provide, featured in live broadcast from each market, you will be listed as the Presenting Sponsor in all press releases, opportunity to address the crowd at each market, and your company will be featured on social media and the market website.
- **Market Ambassador**: For \$2,500, you will be a sponsor for half of the market season. You will have the opportunity to have an information table at each of the markets you sponsor, a banner you provide will be displayed, your logo will be featured on the digital display board, you will be listed as the Market Ambassador in all press releases during that portion of the season, and your company will be featured on social media and the market website.
- **Healthy Community Sponsor**: For \$1,000, you will have the opportunity to have an information table at 6 of the markets, a banner you provide will be displayed at each of those markets, you will be listed as the Healthy Community Sponsor in press releases relating to the 6 dates, and your company will be featured on social media and the market website.
- **Locally Grown Sponsor**: For \$500, you will have the opportunity to have an information table at 3 of the markets, your banner would be displayed at those 3 markets, your company will be featured on social media, and your company name will be listed on the market website.
- **Friends of the Market**: For \$150, you will be the sponsor of 1 week of the market, you will have the opportunity to have an information table at the market, your company logo will be featured on the digital display, and featured on social media, and your company name will be listed as a supporter of the market on our website.

Please contact me to become one of our market sponsors today. Thank you for your time and consideration.

Sincerely,



DaQuan Campbell

Waterloo Urban Farmers Market, Market Manager

[info@waterloourbanfarmersmarket.com](mailto:info@waterloourbanfarmersmarket.com)