

225 Commercial St
Waterloo, IA 50701
319-486-1943
info@waterloourbanfarmersmarket.com



Community Supporter:

Thank you for supporting your downtown Waterloo farmers market, local food producers, and vendors. The Waterloo Urban Farmers Market (WUFM) offers a unique event and associated sponsorship proposal that we are sharing as an opportunity for your company to connect with and benefit the citizens of the Cedar Valley.

The 2023 farmers market season will kick off on May 6th and run through October 28th. The market is held every Saturday from 8:00 a.m. - 12:00 p.m. at the RiverLoop Expo Plaza (460 Jefferson Street) in downtown Waterloo. Our Board of Directors is composed of vendors and representatives from local organizations and businesses, invested in the success of the market and downtown area. Collectively, we strive 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.

Our weekly market is home to more than 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.

With an average attendance of nearly 1,000 weekly shoppers, WUFM is a Saturday morning destination for residents and visitors to the area. We offer weekly community programs including free children's activities, health education, and food assistance benefits. These programs are critical in making fresh, healthy foods accessible for many low-income shoppers and position the market to serve all citizens regardless of economic status.

The Waterloo Urban Farmers Market is the perfect setting to promote your business, program, or upcoming event. WUFM is also a great destination to encourage employees and their families to attend. As a sponsor, we encourage you to take advantage of our promotional offerings including a reserved informational tent to engage residents and strengthen your connection within the local community.

There are several ways to financially support the Waterloo Urban Farmers Market through sponsorship. Please review the various sponsorship levels below:

- **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 at each market, display an outdoor banner that you provide, your business will be listed as the Presenting Sponsor in all printed and digital materials, including press releases, fliers/posters, newsletters, at-market signage, and other promotional items. You will also be featured on social media with an opportunity for a scheduled live broadcast. Your company logo will be included on the market website with a link to your website.
- **Market Ambassador** (Only Two Available): For \$2,600, you will be a sponsor for half of the market season. You will have the opportunity to have a prominently located information table at each of the 13 markets you sponsor, display an outdoor banner that you provide, listed as the Market Ambassador in all press releases and digital materials during that portion of the sponsored season, your business will also be featured on social media with an opportunity for a scheduled live broadcast. Your company logo will be included on the market website.
- **Healthy Community Sponsor**: For \$1,000, you will be a sponsor for 6 markets that you choose. You will have the opportunity to have an information table at 6 of the markets, display an outdoor banner that you provide, your business will be listed as the Healthy Community Sponsor in press releases relating to the 6 dates, and your business will be featured on social media and listed on the market website.
- **Locally Grown Sponsor**: For \$500, you will be a sponsor for 3 markets, you will have the opportunity to have an information table at each of those markets, display an outdoor banner that you provide, your business will be featured on social media, and your business will be featured on the market website.
- **Friends of the Market**: For \$150, you will be a sponsor of 1 market, you will have the opportunity to have an information table at that market, featured on social media, and your company name will be listed as a supporter of the market on our website.

I look forward to discussing the market sponsorship opportunities with you. Please contact me today with any questions or to request additional information.

Sincerely,



DaQuan Campbell

Market Manager

319-486-1943

info@waterloourbanfarmersmarket.com



2023 Sponsorship Confirmation

You will be invoiced for your sponsorship amount.

Business Name _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ @ _____

I want to invest \$ _____ in the Waterloo Urban Farmers Market to be used at their discretion.

Presenting Sponsor \$5,000 (One Available) May 6th – October 28th

Market Ambassador \$2,500 (Two Available)
 May 6th – July 29th August 5th – October 28th

Healthy Community Sponsor \$1,000 (select 6 dates)

<input type="checkbox"/> May 6	<input type="checkbox"/> June 3	<input type="checkbox"/> July 1	<input type="checkbox"/> August 5	<input type="checkbox"/> September 2	<input type="checkbox"/> October 7
<input type="checkbox"/> May 13	<input type="checkbox"/> June 10	<input type="checkbox"/> July 8	<input type="checkbox"/> August 12	<input type="checkbox"/> September 9	<input type="checkbox"/> October 14
<input type="checkbox"/> May 20	<input type="checkbox"/> June 17	<input type="checkbox"/> July 15	<input type="checkbox"/> August 19	<input type="checkbox"/> September 16	<input type="checkbox"/> October 21
<input type="checkbox"/> May 27	<input type="checkbox"/> June 24	<input type="checkbox"/> July 22	<input type="checkbox"/> August 26	<input type="checkbox"/> September 23	<input type="checkbox"/> October 28
		<input type="checkbox"/> July 29		<input type="checkbox"/> September 30	

Locally Grown Sponsor \$500 (select 3 dates)

<input type="checkbox"/> May 6	<input type="checkbox"/> June 3	<input type="checkbox"/> July 1	<input type="checkbox"/> August 5	<input type="checkbox"/> September 2	<input type="checkbox"/> October 7
<input type="checkbox"/> May 13	<input type="checkbox"/> June 10	<input type="checkbox"/> July 8	<input type="checkbox"/> August 12	<input type="checkbox"/> September 9	<input type="checkbox"/> October 14
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<input type="checkbox"/> May 27	<input type="checkbox"/> June 24	<input type="checkbox"/> July 22	<input type="checkbox"/> August 26	<input type="checkbox"/> September 23	<input type="checkbox"/> October 28
		<input type="checkbox"/> July 29		<input type="checkbox"/> September 30	

Friends of the Market \$150 per date

<input type="checkbox"/> May 6	<input type="checkbox"/> June 3	<input type="checkbox"/> July 1	<input type="checkbox"/> August 5	<input type="checkbox"/> September 2	<input type="checkbox"/> October 7
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		<input type="checkbox"/> July 29		<input type="checkbox"/> September 30	

All market sponsors will be acknowledged during the season finale on October 28th.

Signature(s): _____

Printed Name: _____

Date: _____

**Thank you for your support.
We would not be able to host the Waterloo Urban Farmers Market without partners like yourself.**

Waterloo Urban Farmers Market
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Please consult with your tax advisors regarding treatment of the above investment amount. As a general rule, for federal tax purposes, investments in this program should be treated the same as membership dues, ordinary and necessary to the conduct of business. Investments of this nature are considered contributions and, as such, are not deductible as charitable contributions. Waterloo Urban Farmers Market Inc is a 501(c)(3).