

225 Commercial St
Waterloo, IA 50701
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Community Supporter:

Thank you for supporting your downtown Waterloo farmers market, local food producers, and vendors. The Waterloo Urban Farmers Market season is quickly approaching and we would like to provide you with an opportunity to be involved with our growing market.

The 2022 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) 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. Together, 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 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 840 weekly shoppers, the Waterloo Urban Farmers Market is a Saturday morning destination we would love for you to be a part of.

We offer weekly community programs including free children's activities, health education, and food assistance benefits. The market's participation in food assistance programs includes SNAP/EBT, Double Up Food Bucks, Veggie Vouchers, and WIC/Senior Farmers Market Nutrition Program vouchers. These offerings attract many low-income shoppers and position the market to serve all citizens regardless of economic status. In 2021, the market redeemed over \$8,900 dollars in SNAP/EBT food purchases, enabling families with fixed incomes to stretch their grocery budget, take home more fresh fruits and vegetables, and increase their support for local farmers. To learn more about these programs, check out our website or contact us for additional information.

The Waterloo Urban Farmers Market is the perfect event to promote your business and a great destination to encourage employees and their families to attend. As a sponsor, we encourage you to take advantage of our reserved community 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. 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 at each market, display an outdoor banner that you provide, be listed as the Presenting Sponsor in all press releases, have an opportunity to address the crowd at each market, be featured on social media, and featured in a live video broadcast. Your company logo will be included on the market website with a link to your 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 that you provide will be displayed, your business will be listed as the Market Ambassador in all press releases during that portion of the sponsored season, your business will be featured on social media, and featured in a live video 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, a banner that you provide will be displayed at each of those markets, 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 have the opportunity to have an information table at 3 of the markets, your banner would be displayed at those 3 markets, and your business will be featured on social media and 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, 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 listed above with you. If you have any questions, please feel free to contact us.

Sincerely,



DaQuan Campbell

Market Manager

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