

# Lake Stevens Farmers Market

## 2023 Program Sponsorship Opportunities

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The Lake Stevens Farmers Market is integrating a Power of Produce Club program this year, and we need your help! The Power of Produce (POP Club for short) provides a fun opportunity for children to engage in the local food system through conversations directly with farmers, educational games and demonstrations, and exposure to new fruits and vegetables. In addition to participating in these activities, POP Club members receive POP tokens to spend at the market, allowing them to make their own spending decisions from week to week. Or, they can save up and purchase something extra special.

Each of The POP Club's activities is driven by the nationally recognized Farmers Market Coalition's triple bottom line: (1) Farmers should earn fair prices for the fruits of their labor by selling directly to consumers; (2) Consumers gain access to fresh nutritious, local produce; and (3) Communities regain a figurative 'town square', experiencing the many positive outcomes of foot traffic and animated public space. What makes POP unique is that it puts the buying power into the hands of children, giving children the opportunity to be the consumers.

Our immediate needs are as follows:

- Funding for approximately \$2,000 in POP tokens to be used with our farmers & directly reimbursed.
- Weekly activity supplies (seedlings, craft supplies, activity kits)
- POP Club participant buttons
- Printing needs (activities, POP passports)
- Small shopping totes for kids to use while at the market
- Total first-season need: approximately \$5,000

### **24-Carrot Level Sponsor \$2,500**

- Logo on all Farmers Market promotional print material including market poster, POP passports and tote bags
- Your logo and link on our website
- Weekly personalized business post on LSFM Facebook page
- Opportunity for your business to host a booth next to the POP Club at the Farmers Market up to 1x per season

### **Turnip the Beet Sponsor \$1,000-\$1,500**

- Logo on all Farmers Market promotional print material including market poster, POP passports and tote bags
- Your logo and link on our food website for 2 months (your choice)
- Personalized business post on Facebook up to 3x per season

### **Lettuce Be Friends Sponsor \$250-\$750**

- Your logo and link on our website
- Personalized business post on Facebook 1x per season