



SEACOAST EAT LOCAL

2 Washington St. Ste 331 Dover, NH 03820 -- www.seacoasteatlocal.org

Winter Farmers' Market Sponsorship Opportunities

Eight years ago Seacoast Eat Local heard the call for more local food throughout the year. The first winter set a spark bringing together the area's best farmers, speciality food vendors and a community of engaged consumers eager for local food around the holidays. As the years have past, the markets have grown into a season long shopping destination for locally sourced food. With over 60 farmers, fishermen and food purveyors participating, the Seacoast Eat Local Winter Farmers' Markets continue to offer an incredible selection of locally produced food.

Imagine coming in from the crisp morning air, entering a warm sunny room filled with tables loaded high with fresh vegetables. Piles of carrots, potatoes, shallots and squash are nestled up to local jams, breads and eggs. New Hampshire musicians entertain families and friends stopping briefly as they stroll through the market seeking locally crafted cheeses, beer, tea, pasta, meats, honey and more! With different cooking demonstrations, kids' activities and market features, each event is a vibrant scene enticing new customers and bringing back old friends time and time again.

The markets have grown into valuable community gatherings for both farmers and consumers alike. Seacoast Eat Local works hard year round to bring everyone together and make these winter markets a reality, and we need your help to keep it growing!

On average, over 1,700 members of the community attend each market, now entering its eighth season. We organize 11 markets at two locations, starting in November and ending in April. It's an opportunity for people around the Seacoast to nourish their bodies and minds while supporting the region's agricultural community and economy.

Beyond the exposure to thousands of educated buyers at the market, your sponsorship and show of support for local agriculture will reach nearly 4,200 email subscribers, 5,200 Facebook fans, 800 weekly website visitors, and 3,300 Twitter followers. Depending on sponsorship level, you will gain access to this base of active and engaged consumers, farmers, and small business owners for up to six months.

Please show your support for the local food movement. We need you to ensure this wonderful resource can continue to operate and reach an even larger portion of the community. Below you can find details about the sponsorships that will keep this amazing winter market growing. Thank you for your generous support!



With generous donations from vendors and market shoppers, Seacoast Eat Local was able to donate nearly 2,000 pounds of fresh local food to area pantries throughout the winter market season.

Sincerely,
Leo Smock Randall, Winter Market Manager
leo@seacoasteatlocal.org
808-250-7056

Sponsor Levels and Benefits

Seacoast Eat Local Winter Farmers' Markets 2014-15

The mission of Seacoast Eat Local is to connect people with sources of locally grown foods and advocate eating locally for the health of our environment, community, culture and economy. Through advocacy, organizing and education, we work toward a sustainable local food system that meets the needs of both producers and consumers.

Basic Day Sponsors - Each market takes a lot of planning, coordination, volunteer support and community outreach.

Day Market Sponsorship enables us to continue offering an amazing array of events, education, music and more for our neighbors and greater Seacoast community.

Day Sponsors: \$200 (2 available per market)

- Logo and link in promotional e-newsletters for market day sponsored
- Logo and link on Winter Farmers Market page of Seacoast Eat Local website
- Logo and business information prominently featured on SEL blog, Facebook page & Twitter feed
- Prominent signage at market on day sponsored

Special Event Sponsors - We strive to make each market a memorable event with a variety of activities, themes and vendors throughout the season. Special event sponsorship supports our effort to continue to expand our outreach and community offerings during the Winter Farmers' Markets.

Kids' Day Market Sponsorship enables us to print and distribute flyers to a number of area school districts, sharing winter market news with families all over the Seacoast. Your support allows us to develop, organize and staff kids' activities at the markets including our Kids' Day in Exeter.

Kids' Day Sponsor: \$500 (1 available)

- Basic Day Sponsor benefits
- Thank you in press releases and other publicity relating to sponsored events

Food Education Sponsorship enables us to coordinate with guest chefs and other organizations to participate in demonstrations at the markets. Your donation further supports our effort to develop handout materials sharing recipes and cooking skills tailored to seasonally available ingredients.

Food Education Sponsor: \$500 (1 available)

- Basic Day Sponsor benefits
- Thank you in press releases and other publicity relating to sponsored events

CSA Day Sponsorship enables us to bring together farmers from New Hampshire and Maine. Our CSA days are often the best attended markets of the season. Your support allows us to expand outreach and educate the public on the value of CSA membership for the consumer, farmer and larger agricultural economy.

CSA Day Sponsor: \$500 (2 available)

- Basic Day Sponsor benefits
- Thank you in press releases and other publicity relating to sponsored events

Market Underwriters - Each year the markets continue to grow in scope and size. It takes year round planning, coordinating, outreach and development to continue offering these amazing events. Underwriting markets not only supports our efforts, it shows the community that you are a champion for local food.

Winter Market Season Underwriter: \$2000 (1 available)

- Basic Day Sponsor benefits
- Thank you in press releases, printed publicity and printed outreach materials
- Prominent signage at all 11 markets and an opportunity to display printed materials during markets

Rollinsford Market Underwriter: \$800 (1 available)

- Basic Day Sponsor benefits
- Thank you in press releases and publicity
- Prominent signage at all 6 Rollinsford markets

Exeter Market Underwriter: \$700 (2 available)

- Basic Day Sponsor benefits
- Thank you in press releases and publicity
- Prominent signage at all 5 Exeter markets

You can now donate directly online via <http://seacoateatlocal.org/get-involved/donate/>

Checks can be made payable to Seacoast Eat Local and mailed to 2 Washington St, Ste 331 Dover, NH 03820.

Contact Leo Smock-Randall with any questions. leo@seacoateatlocal.org 808-250-7056