



ABFM 2017 Supporter Opportunities

Thank you for your interest in the Acton-Boxborough Farmers Market!

As we approach the 2017 season — our ninth — we are more mindful than ever of the importance of the role that grassroots, community organizations such as the ABFM play in our civil society. They help connect people to one another and to resources, embody community values, and strengthen resilience in our commonwealth. We extend our deep appreciation to the network of people, organizations, and businesses that help the ABFM serve those goals and be successful for everyone.

The ABFM will operate every Sunday, June 11 through October 22, 10am–1pm on Pearl Street in West Acton, located conveniently near routes 111, 2, and 495, and readily accessible to both vendors and the public. The market is a destination event, featuring fresh, whole foods, art, music, children’s activities, and community education. Our hundreds of weekly market-goers often look for other local shops and events to frequent while they’re in the neighborhood.

ABFM’s 20-week season means significant exposure for you, our critical Supporters.

The feedback we hear from market-goers, vendors, and the regional farmers market community is very positive. Our ability to operate the market and its programming is due in no small part to the generosity of our Supporters, who provide us not only with critical funds, but also with an expanding network of ABFM friends who understand the importance of this community institution’s work.

One of the features of the ABFM of which we’re most proud is our acceptance of SNAP benefits at market, as well as our promotion of that program. SNAP is the federally funded Supplemental Nutrition Assistance Program, which, through its inclusion of eligible farmers markets as participants, makes fresh, healthful foods available to more people. The ABFM has been SNAP-enabled since 2011, and offers a modest “match” program that increases the purchasing power of people and families in need. Your support directly enables the ABFM to operate that match program. In 2016, we collaborated with the Acton Health Department on creating a series of cooking demos/classes — one of which took place on site at the market and highlighted use of farm-fresh, healthful produce — for broadcast on Acton TV.

The Supporters of the Acton-Boxborough Farmers Market are vital in enabling us to: bring fresh, high-quality food from farms, and producers’ certified kitchens, to the home table; underscore the importance of purchasing locally; educate folks about food and agriculture; fortify local/regional agriculture; and help build community. (Please see our mission statement, below). **Participating as an ABFM Partner or Sponsor puts your business/organization name, logo, and description in front of active market customers and friends who will learn of your commitment to the ABFM mission and all that it nurtures.** Please see the details of support levels on the accompanying “Opportunities” page.

We hope you’ll consider becoming a Supporter for the 2017 ABFM season, or continuing your valued support again this year. For questions or more information, please contact Debra Simes at 1.978.635.0455 or at supporters@ABFarmersMarket.org.

Thank you!

ABFM: Real Food from Real People

MISSION

The mission of the Acton-Boxborough Farmers Market (ABFM) is to showcase local sustainable agriculture and promote organic practices; to educate the public on food and agriculture topics; to provide for direct, informed relationships between farmers and consumers; and to benefit local farmers and the local economy, as well as public health, community vitality, and regional environmental and economic sustainability.



ABFM 2017 Supporter Opportunities

The Supporters of the Acton-Boxborough Farmers Market play an important role in the health, and the cultural and economic life, of our community. Becoming an **ABFM PARTNER or SPONSOR** is an opportunity to contribute to a community institution that is a win for everyone! Boost your visibility with eager local customers by supporting the ABFM at the **PARTNER or SPONSOR** level:

ABFM 2017 SEASON SUPPORTER PROGRAM BENEFITS

SUPPORT LEVEL	Website Supporter Page	Market Partner/Sponsor Display Board	Season Postcard	Highlighted Partner/Sponsor	Weekly Eblast Display	Website Footer	Logo on ABFM Bags
PARTNER (maximum 8) \$300	display	X	X	1 week	X	X	X
SPONSOR \$175	display	X	X	1 week			

ABFM 2017 SEASON **PARTNER \$300** [NB: all 2017 slots filled]

Become a 2017 **PARTNER** and get full benefits:

- a display presence on the ABFM website Supporter page (including name, logo, tag line, address and contact information, brief description, and link to your website)
- business name and logo on the Partner/Sponsor Display Board each market day, June 11 through October 22
- listing on our beautiful ABFM postcard, a takeaway at market and at area businesses and public facilities
- one week as a Highlighted Partner (see info, below)
- name & logo on our weekly eblast (900 subscribers)
- your name and logo on the Partner footer on every page of the ABFM website
- your name and logo on our organic cotton, reusable ABFM grocery totes

ABFM 2017 SEASON **SPONSOR \$175**

Become a 2017 **SPONSOR** and enjoy:

- a display presence on the ABFM website Supporter page (including name, logo, tag line, address and contact information, brief description, and link to your website)
- business name and logo on the Partner/Sponsor Display Board each market day, June 11 through October 22
- listing on our beautiful ABFM postcard, a takeaway at market and at area businesses and public facilities
- one week as a Highlighted Sponsor (see info, below)

HIGHLIGHTED PARTNER/SPONSOR BENEFIT

As the Highlighted Partner or Sponsor of a particular market week, you'll receive special attention:

- **in our weekly ABFM eblast** (name, logo, address and contact info, and brief promotional text), and
- **at market, where signage will identify you as a Highlighted Partner or Sponsor, and where you can site promotional materials** and be at market to interact with market-goers if you wish. Please note that Supporters are not permitted to sell items at market

Questions? Please contact Debra Simes at 1.978.635.0455 or at supporters@ABFarmersMarket.org. Thank you for considering support of the ABFM!