



## Downtown South Boston Farmers Market

300 Broad St

South Boston Va. 24592

Market Manager Megan Harris (336) 504 8398

Hey Yall!

This is Market Manager Megan sending greetings from the Downtown South Boston Farmers Market.

After a successful 2021 Market Season I am so excited to begin planning another fabulous year of market days and special events. The Downtown South Boston Farmers Market and I would absolutely love to have the opportunity to include you and your small business in this year's shenanigans! Having sponsors like you allows us to spice up each market season with big events, workshops, educational opportunities, market incentives, giveaways, and more for the folks in our community.

Along with this letter, I have included a summary of some of the things we do each year at the Market in order for you to get a glimpse of what we have to offer.

Please consider joining together with us at the Downtown South Boston Farmers Market as a sponsor to help build a stronger community.

### **Overview of our Sponsorship Tiers & Benefits:**

#### **GOLD: \$1000+**

Your logo will be displayed on our market flyers, website, and 2022 Sponsorship Banner.

Logo will be displayed as Proud Sponsor on Downtown South Boston Farmers Market T-Shirts

Your Business will be featured in a personalized Sponsor Highlight post across our social media platforms.

Included in Photo Press Release for Big Events

Social Media Promotions

Business logo/name included in monthly Newspaper Advertising

#### **SILVER: \$500**

Your logo will be displayed on our market flyers, website, and 2022 Sponsorship Banner.

Logo will be displayed as Proud Sponsor on Downtown South Boston Farmers Market T-Shirts

Your Business will be featured in a personalized Sponsor Highlight post across our social media platforms.

Social Media Promotions

BRONZE: \$100

Your logo will be displayed on our market flyers, website, and 2022 Sponsorship Banner.

***Don't See a Tier that interests you? Don't worry, the possibilities are endless.*** Contact Market Manager Megan to discuss a custom plan. (336)504-8398

We will also accept any donations that could be used as a raffle gift, with the acknowledgment of your donation.

If you are interested in becoming a sponsor of Downtown South Boston Farmers Market please don't hesitate to contact us.

Visit us on Facebook to check out upcoming events and join us at our markets for the freshest and friendliest local farmers and vendors.

Thank you in advance for taking the time to review our sponsorship proposal package.

Sincerely,

Downtown South Boston Farmers Market Manager,

*Megan Throckmorton-Harris*



Ready to Become an Official Downtown South Boston Farmers Market  
Sponsor and help set our community on fire this year?! We seriously can not  
Thank you enough for supporting us and helping our community thrive!

Please give your information and sign for permission to share your info.

Sponsor / Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Website address: \_\_\_\_\_ Logo: \_\_\_\_\_

Coupon offer if applicable: \_\_\_\_\_

Donation:  Bronze  Silver  Gold  Other \_\_\_\_\_

\_\_\_\_\_  
Signature Date



## *A Little About Us,*

The Downtown South Boston Farmers Market is a 501c3 nonprofit organization nestled in the small town of South Boston, VA. Our organization provides locally grown products, educational opportunities, and incentives to folks in the Halifax County community and surrounding areas.



Our Farmers market is proud to serve as a food hub that provides locally grown produce, meats, cheeses, baked goods, canned goods, and more. We also host craft vendors and local artisans that provide the community with an array of unique products from flower pressed jewelry and custom art to handpainted signs and homemade soap.

One of our top priorities is to ensure that everyone in our community have access to the top quality, nutrient dense food our vendors provide, so we partner with Virginia Fresh Match, accept SNAP/EBT, Senior Vouchers, and provide \$5 market vouchers through our Power of Produce Program. We work closely with our vendors and farmers by providing them with resources and support to ensure their successes as well as to ensure our community receives the absolute best products.

Educational Opportunities for both children and adults are another top priority at the Downtown South Boston Farmers Market. With the help of our Sponsors, we are able to host workshops and supply materials for home garden projects. We believe that hands-on educational opportunities are a key part in creating a healthier, happier community.



Each year we happily host, Virginia Cooperative Extension and the Master Gardener program. Both organizations help educate adults on numerous topics not limited to food preservation, gardening, tool ID, etc. They also host planting, tool sharpening, and gardening workshops at the market throughout the year. To educate the public on the many ways to prepare in-season produce and healthy meals we partner with an array of local chefs and host food demonstrations.



The POP (Power of Produce) Program is the most popular of all of our youth programs. Each Saturday, Youth ages 2 - 18 participate in a hands-on activity and receive a \$5 market voucher to spend on any healthy market product. Hands-on Activities include but are not limited to tasting vegetables, examining plant roots, discovering how apple trees are grafted and grown, identifying the differences in different types of tomatoes, and learning how plants are grown. Pop has a positive impact on both the community and our farmers. Farmers accept POP vouchers from the children, turn them in each week, and are written a check. This program is important to our community because it teaches children to make smart choices and live healthier lifestyles.

Thanks to Microsoft and ChangeX our market is able to host the Grow It Yourself Incentive. This program encourages those in the community to step out of their comfort zones and try growing their own food. Because of the ChangeX grant we have been able to host numerous giveaways and educational opportunities. During the spring we give away plant starts as well as the educational resources to get participants started. Throughout the rest of the year we give away things like pumpkins, raised beds, watermelons, gardening books, etc to keep the incentive going. By the end of the season folks who have participated enter photo contests and show what they have accomplished. Names are drawn randomly for a prize and the process continues the following year.

Fresh local produce, educational opportunities, and incentives are all important and all fit together to help the Downtown South Boston Farmers Market fill our communities needs. But our important work doesn't stop there. We actively seek out and partner with other local businesses and public institutions to continue to make positive impacts and help meet needs in our community. Sometimes that means hosting fundraisers at the market or advertising local programs or incentives at the market or on market social media pages. For example we partnered with our amazing local library and hosted a special event in 2020 to help raise money to bring Dolly Parton's Imagination Library to our community. This year we are creating a scholarship fund in memory of Ray Satterfield for highschoolers who display outstanding community service skills. We also plan to expand our POP program by visiting local preschools to give more children a chance to experience this amazing program.



The work at the Downtown South Boston Farmers Market is important and is making positive impacts in our community on a daily basis. We are proud to serve South Boston and Halifax County and look forward to the amazing things the future will bring!