



Village of Lovington Farmers Market
562 Front Street
Lovington, VA 22949
www.lovingsstonfarmersmarket.com

Wednesdays, 3pm-6pm
April 17th - October 30th, 2024

2024 Sponsorship Information

The Village of Lovington Farmers Market, a nonprofit organization governed by a volunteer board of directors, educates the community on the benefits of locally grown and sustainably produced food, provides development and business support on behalf of vendors, provides effective market management, and fosters a vibrant local economy and community gathering place in the Village of Lovington.

Our Goals

- To support and promote vendor opportunity, retention, and financial viability.
- To promote public health by increasing knowledge about the value and enjoyment of locally produced and sustainably grown food.
- To assist people with limited income to access affordable, healthy food.
- To implement effective strategies for internal market management and communication.
- To contribute to the vitality of the Village of Lovington

The Village of Lovington Farmers Market is in its 2nd year of operation in Lovington, and it continues to grow. The popularity of farmers markets has surged in the last few years, and today is one of the most rapidly rising business models in the U.S. It is a great time to gain visibility for your business by sponsoring our farmers market.

As a nonprofit organization, Village of Lovington Farmers Market relies on sponsorships, donations, grants and fundraising events to help keep our vendor fees low, as well as support our market operations. More importantly, your sponsorship helps us make sure fresh, healthy foods are accessible to all. Your sponsorship has a positive impact on your community!



Sponsors support economic benefits to local businesses by:

- Directly supporting local and sustainable farmers and producers.
- An increase in dollars spent in local businesses on market days and beyond.
- Continuing investment in Lovingston's downtown area.
- The Multiplier Effect: dollars spent locally stay in our community and stimulate our local economy
- A rich set of promotional, marketing, and co-branding opportunities



Partner with Village of Lovingston Farmers Market to provide:

- Access to local, healthy, and sustainably grown food.
- An enriched sense of community for those living in the Lovingston area and beyond.
- New opportunities for the market to engage a broader customer base through education and outreach

**All sponsors will be promoted during our
2024 Market Season Kick-Off Event on Saturday, April 13th!**

The event will feature a Seed & Plant Swap, Blue Mountain Beer & Orchard House Wine by the glass, Live Music featuring Nelson native Jacob Paul Allen, Children's Craft, New Mural Unveiling and T-shirts, Posters and Stickers available for sale.



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**VILLAGE OF
LOVINGSTON
FARMERS
MARKET**
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Saturday, April 13th
3pm to 5pm
562 Front Street,
Lovingston, VA



*Join us as we kick off the
2024 market season!*





2024 Sponsorship Application

Business

Name: _____

Contact

Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Web Address: _____

Email Address: _____

Please check the box next to your desired sponsorship level:

Featured Market Level Sponsor (\$500)

- Complimentary booth space at the market throughout the season to promote your business/organization. (Sales of products at booth must be approved by Market Manager)
- Sign/banner hung at entrance at every market (Sign provided by sponsor).
- Logo and weblink in top banner of our website homepage as well as sponsor page
- Logo and weblink and at the top of all e-mail newsletters
- Large Logo on promotional materials
- Your market appearances promoted on our Facebook and Instagram pages, and in email newsletters

Harvest Level Sponsor (\$250)

- Your promotional materials (flyers, giveaways) made available to customers at each market day (Promotional materials must be approved by Market Manager)
- Logo and weblink in top banner of our website homepage as well as sponsor page
- Logo and weblink and at the top of all e-mail newsletters
- Logo on promotional materials
- Your market appearances promoted on our Facebook and Instagram pages, and in email newsletters

Farm Level Sponsor (\$100)

- Logo and weblink on sponsor page on our website
- Logo and weblink at the bottom of all e-mail newsletters
- Small logo on promotional materials
- Your business promoted on our Facebook and Instagram pages

Please make checks payable to: Village of Lovington Farmers Market

Mail checks to: Village of Lovington Farmers Market, PO Box 215, Lovington, VA, 22949

Please note all sponsorships are subject to approval by market board and management.

Submitted by: _____

Signature: _____

Date: _____

Thank you!

The Village of Lovington Farmers Market is a nonprofit organization. However it has not been granted tax exempt status. Donations to the market are not tax deductible.