



Champaign
Farmers Market



SPONSORSHIP
OPPORTUNITIES

2022

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ABOUT US



These last two years of the pandemic revealed the complexity of our national food distribution system. Food supply gaps manifested in empty shelves at grocery stores and motivated folks to look for food solutions closer to home. Farmers markets became a part of the solution, with their ability to provide products to meet demand for locally grown, raised, and produced foods.

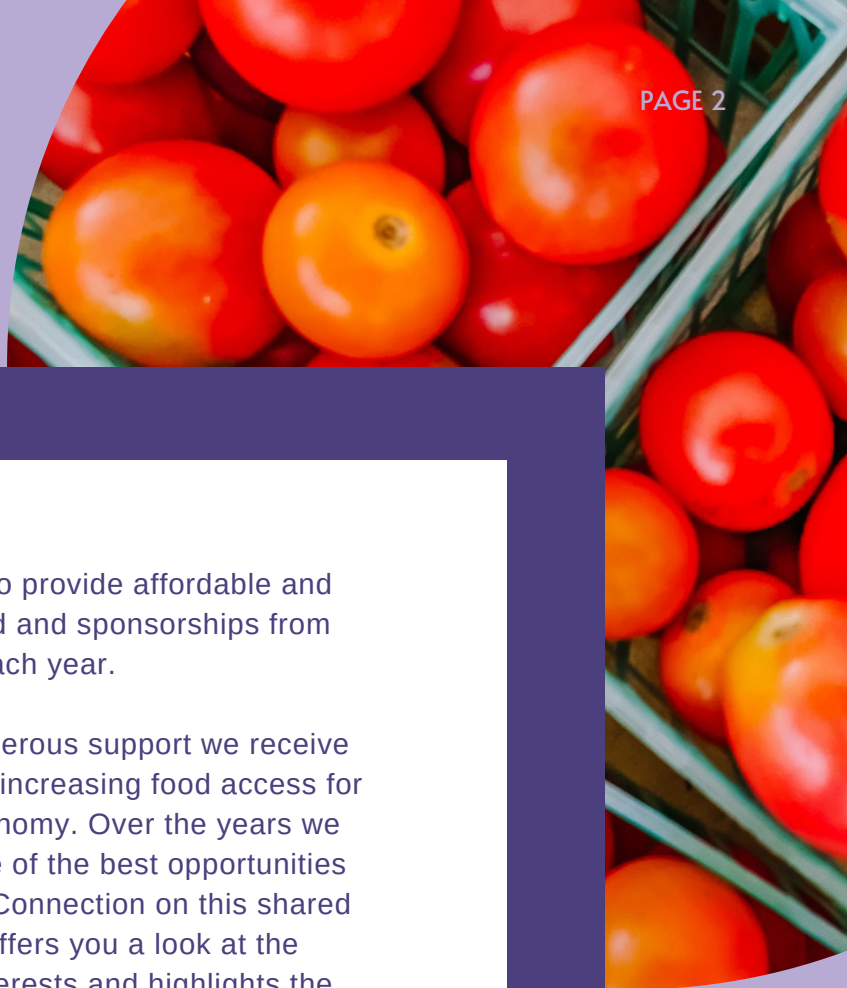
Here in Champaign-Urbana, The Land Connection (TLC) operates two farmers markets. These markets contribute to a more resilient local food economy by creating business opportunities for farmers and entrepreneurs, providing food access to underserved populations, and educating people about nutrition and cooking. The Champaign Farmers Market, in Downtown Champaign, is looking forward to its 8th year of operation and the CU Winter Farmers Market is currently in its 2nd year at Lincoln Square Mall in Urbana.

Each season at our mid-week Champaign Farmers Market, we welcome over 18,000 customers to shop for flowers, bread, meat, honey, jams, hot sauce, produce, and more. This market offers a central location for shoppers to grab their grocery staples mid-week in the heart of downtown Champaign. The CU Winter Farmers Market at Lincoln Square Mall serves over 12,000 customers during the Holiday Markets in November and December, with over 40 vendors selling everything from fresh produce, meat, cheese, and bread, to pottery, fine art, jewelry, and quilts. From January through April, our Saturday market offers one of the few places to purchase fresh, locally grown and produced food during the winter months. Our markets remain committed to providing safe, community-oriented spaces for the diversity of needs in our vibrant cities.

The food assistance programs we run at our markets provide benefits for people who have LINK or P-EBT cards and increase the sales for our vendors. The LINK match program was used by more than 800 individuals in 2021, an increase of 250% from the previous years, and farm and food vendors saw LINK match funds providing up to 25% of their sales. The LINK Match program also generates what we call “sticky dollars,” which stay in our community and stimulate our local economy.



ABOUT US



We are proud of the work we do in our community to provide affordable and convenient access to food for our neighbors in need and sponsorships from businesses like yours help us to grow our impact each year.

The farmers markets operate largely due to the generous support we receive from area businesses and individuals committed to increasing food access for our community and building a strong local food economy. Over the years we have found that sponsorship of the markets are one of the best opportunities for businesses like yours to partner with The Land Connection on this shared commitment. The sponsorship packet that follows offers you a look at the possible levels of partnership that best suit your interests and highlights the many accompanying incentives available.

On behalf of The Land Connection, I would like to thank you in advance for your interest in farmers markets. Our vision to build a resilient, community-based food system in which every farmer has the opportunity to grow sustainably and every person can easily access responsibly-raised and produced local foods could not happen without your support! We hope you will join us in building the cornerstone of a strong local food community that will feed families, just like yours, for years to come.

Current Digital Audience:

- 366 Weekly subscribers to the Currant (Farmers Market E-Newsletter)
- 2000 Facebook followers for @CUFarmersMarkets
- 1700 Instagram Followers
- 5000 page views in 2021 for the CU Winter Farmers Market
- Weekly local food segment on ciLiving on WCIA

With appreciation,

Joan Jach, Farmers Market Manager



SPONSORSHIP OPPORTUNITIES & BENEFITS



	Peach \$500	Romanesco \$1000	Blueberry \$2000	Eggplant \$4000
Thank you post on C-U Farmers Markets social media streams	✓	✓	x2	x2
Your business name listed The Land Connection's farmers market web page	✓	✓	✓	✓
One week to promote your business at the Local Business Table		✓	x2	x2
Your business logo on The Land Connection's farmers market web page		✓	✓	✓
"Sponsor shout-out" in the weekly e-newsletter The CUrrant			✓	✓
Featured sponsor with your logo displayed on market signage			✓	✓
Verbal thank you on one weekly radio spot OR live stream video (Summer Market)				✓
Opportunity to join TLC staff on one WCIA ciliving "Here's the Dirt" segment				✓

SPONSORSHIP DETAILS

LOCAL BUSINESS TENT

The Local Business Tent allows businesses to interact directly with customers at the market to promote your business. On-site product sales are not allowed. We provide the tent, a table, and two chairs. There will be one local business for each market and spots will be filled on a first-come, first-served basis after payment has been received.

SPONSOR SHOUT-OUT

The Sponsor Shout-out is a section of our weekly, year-round local food e-newsletter, The Currant, where we highlight businesses and organizations that sponsor the Market. Each business or organization may submit a story, article, or bio of 50-100 words that will appear in the newsletter, along with a logo or image, for one week.

"WHAT'S THE DIRT" ON ciLIVING

Join the Market Manager on our weekly ciLiving segment, "What's The Dirt?" to talk about your business and how much you love the Farmers Market! We love to promote local food *and* local businesses that support the Market. Our weekly segment is an excellent time to showcase new products, promotions or what you love about the Market. You can choose to be on the segment during the Summer season **or** Winter season.



ADDITIONAL SPONSORSHIP OPPORTUNITY

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KIDS KITS

Kids Kits is a successful program that the Champaign Farmers Market rolled out in 2020 in response to the COVID-19 pandemic. The program provides meal kits for families to engage in an activity focused on nutritious local food with an educational component. We create kid-friendly and nutritious recipes in addition to a fun video of a "Kit Kid" visiting local farms and cooking the recipe with the help of a local chef. The kits include the recipe ingredients, instructions, and a link to the video. We distribute 60 kits each month and the content is always accessible on our website after the kit is distributed.

Becoming an official Kids Kits sponsor for one month is a separate benefit that can be added onto any agreement and also can be purchased as a stand-alone sponsorship.

INCLUDES

- Logo on recipe card
- Business materials/brochures included in kit
- Logo and thank you on recipe post

COST: \$1000



DEADLINES & APPLICATION

DUE DATE AND DURATION

Sponsorship Submission Deadline: 15 April 2022

Benefits will begin in May of 2022, at the start of the Summer Farmers Market season, and run through April of 2023, the end of the CU Winter Farmers Market.

APPLICATION & PAYMENT

Online application and credit card payment is available through our website thelandconnection.org.

To pay by check: please fill out the online application, use the coupon code 'FMSponsor', and mail your check to:

The Land Connection

**206 N Randolph St, Suite 400
Champaign, IL 61820**

If you have questions about payment, please email Joan Jach at market@thelandconnection.org. Notice of cancellation must be made prior to 15 April 2022. All cancellations received by this date will receive a full refund minus a 5% processing fee. Cancellations submitted on or after 15 April 2022 will not be refunded.

LOGO INFORMATION

If you didn't submit your logo in the application, please email a high resolution copy of your logo to Joan Jach at market@thelandconnection.org. Preferred file types: .ai, .eps, and .png.

AT-MARKET SPONSORSHIPS

For Romanesco, Blueberry and Eggplant-level sponsors, market weeks will be designated as "sponsored by" a sponsor on a first-come, first-served basis after payment has been received.

Sponsors participating at the Local Business Table during the Market must agree to the At-Market Sponsorship Guidelines in the application form outlining sponsor responsibilities, insurance and health/safety requirements.

