



Tower Grove Farmers' Market
P.O. BOX 220137, St Louis, MO 63122
www.tgmarket.org contact@tgmarket.org

January 1, 2012

Dear St. Louis Business Owners & Community Leaders,

The Tower Grove Farmers' Market will be starting its seventh season on May 5, 2012. The market was a huge success in 2011 and we are anticipating an even better year in 2012. **Sponsoring this year's market is a fantastic opportunity for you to reach a key demographic and contribute to a good cause.**

Some highlights of the 2011 season include:

- Over **3,700 shoppers on average attended the market each week**, over 100,000 visits for the season
- **75% of the market goers spent more than 30 minutes per week at the market**
- **25% of shoppers spent more than an hour per week at the market**
- Our **Kickoff Festival attracted over 6,000 St Louis shoppers**
- The **Harvest Festival in October was attended by over 6,000 shoppers**
- The **www.tgmarket.org website was visited over 37,000 times in 2010 and received over 1.4 million hits**
- Our **weekly email newsletter grew to reach over 3,900 interested readers**
- We anticipate crowds to grow and **average over 3,900 shoppers per week in 2012.**

We plan on having a sellout season for vendor slots and this means a maximum bounty of seasonal food for our shoppers and increased shopper turnout. **The market will continue to be a place to see friends, connect with neighbors and enjoy the beauty of Tower Grove Park.** It will also provide a profitable outlet for area farmers, ranchers and artists to sell their products, helping to better the quality of life for these hard working individuals.

The Tower Grove Farmers' Market is supported by memberships, sponsorships and vendor fees. The Market operates on a small budget that must support a large array of operating expenses that include space rental, insurance, permits, licenses, signage, utilities, site improvements, marketing, promotions, a part-time market manager, and more. We meet these needs through vendor fees, fundraising, sponsorships, our Friends of TGFm program, donations and merchandise sales. **The market costs over \$65,000 annually to run** and we rely especially on generous sponsorships to implement our marketing, operations, site development, education and community relations programs to achieve our mission goals.

Your sponsorship of the market will not only help you reach thousands of St. Louisans who share your commitment to supporting St. Louis businesses, it will also support regional agriculture, local small business and the overall health of St. Louis residents. You will also ensure that we keep this weekly source of fresh, healthy food thriving in St. Louis.

The Tower Grove Farmers' Market is a 501(c)(3) non-profit corporation and **all contributions to the market are tax-deductible.**

Thank you for considering a sponsorship of the market. Attached is a list of the various sponsorship levels.

Best Regards,

Patrick H. Horine
Market Co-Founder

Jenny S. Ryan
Market Co-Founder



Tower Grove Farmers' Market
P.O. BOX 220137, St Louis, MO 63122
Tel. (314) 772-3899 Fax. (314) 480-7119
www.tgmarket.org contact@tgmarket.org

Business Name: _____

Contact Person: _____

Address: _____ City: _____

State: _____ Zip Code: _____ Telephone: _____

Web Address: _____ Email Address: _____

Sponsorships last from date of sponsorship agreement through December 31, 2012.

Please check the appropriate box.

Foundation Level (\$5000)

Includes: Logo on all market signage and banners.

One paragraph listing with logo in market brochure.

Recognition through press releases sent to local media.

Included in promotional materials and posters.

Logo and weblink in top banner of the website.

Logo in all market advertisements.

Listed in all email newsletters (30+ newsletters/year go out to over 3,900 opt-in email addresses).

Sign at the Farmers' Market at Kickoff and Harvest Festivals (Sign provided by sponsor).

Information booth at up to 3 market dates of the sponsor's choice.

Harvest Level (\$2500)

Includes: Logo on market signage and banners.

Logo in all email newsletters (30+ newsletters/year go out to over 3,900 opt-in email addresses).

Logo and weblink on website.

Logo in market brochure.

Sign at one Farmers' Market date of the sponsor's choice (Sign provided by sponsor).

Information booth at 1 market date of the sponsor's choice.

Included in promotional materials and posters.

Farm Level (\$1000)

Includes: Logo and weblink on website

Mention in all email newsletters.

Logo on market brochure

Logo on promotional materials and posters

Garden Level (\$500)

Includes: Logo and weblink on website

Mention in all email newsletters.

Donations of other amounts are appreciated, as well.

Enter amount here: _____

Submitted by: _____

Signature: _____ Date _____

Please make checks out to **Tower Grove Farmers' Market.**
Payments should be sent to:

Tower Grove Farmers' Market
P.O. BOX 220137, St Louis, MO 63122

**Thank you for sponsoring the 2012 Tower Grove
Farmers' Market!**