

• VIRGINIA • FARMERS • MARKET •

# VAFMA

• ASSOCIATION •

2017 SPONSORSHIP OPPORTUNITIES



# WHY SPONSOR VAFMA?

## ACCOMPLISHMENTS

**VAFMA IS EXCITED FOR 2017!** VAFMA has had another exciting year! In 2016, VAFMA partnered with Virginia Cooperative Extension and developed the first Virginia FM Manager Certification Program, partnered with Farmers Market Association on a FMPP grant, and hosted the 4th annual conference. VAFMA strategically works with our stakeholders, including farmers, government agencies, and local businesses to take our work into the future. We need your help to continue this outreach and ensure Farmers Markets and managers have the support they need.

### 2016 CONFERENCE

VAFMA hosted its 4th annual farmers market conference in Williamsburg. 85+ attendees participated in this two-day conference entitled “Sow Stories, Harvest Success.” Attendees engaged in hands on workshops, participate in dialogue about challenges facing farmers markets today, and network with Market Managers toward collaborative and innovative solutions.

**We look forward our 5th conference November 8 & 9.**



### MARKET MANAGER CERTIFICATION

The Virginia Farmers Market Association (VAFMA) in partnership with Virginia Cooperative Extension (VCE), launched a new curriculum offered through a 16-week interactive, engaging, student-centered learning experience addressing real-world market issues. As a professionally trained Certified Market Manager, graduates of the program will be trained and prepared to manage the complex & diverse challenges farmers markets.

***We will pilot this program in 2017 with 14 Virginia Farmers Market Managers.***



BECAUSE WE WORK HARD FOR FARMERS MARKETS



## MEMBERSHIP OUTREACH

VAFMA developed a complete membership package that will launch in 2017 including several valued incentives; and will develop a comprehensive marketing plan to ensure we reach all market managers in Virginia. We project to increase our membership outreach by 25% in 2017.

## BOARD DEVELOPMENT

VAFMA reaches more than 225 farmers markets and market managers throughout the Commonwealth. VAFMA's Board of Directors initiated its first Board Retreat in January 2016 engaging in two full days of strategic planning and building camaraderie among our Board. Thanks to our sponsors, VAFMA was able to hire a consultant toward leadership & board development for 2017 and begin our comprehensive strategic 5-year plan.

## MISSION

The Virginia Farmers Market Association (VAFMA) is a member-based, statewide association. Our mission is to support farmers markets through education initiatives, while building opportunities for collaboration, networking, advocacy, and innovation that support the growth and sustainability of Farmers Markets statewide.

## VISION

VAFMA envisions vibrant, sustainable farmers markets accessible to everyone across the Commonwealth of Virginia.



# 2017

# GENERAL SPONSORSHIP

## SPONSORSHIP LEVELS

**ORGANIZATION** sponsorships do more than help VAFMA fund its annual conference. Your support enables us to serve our mission by helping fund regional workshops, program development, advocacy, marketing, and civic engagement. Sponsors help make it all happen.

### \$2500 CHAMPION

- VIP package for one event (w/ marketing materials displayed at event)
- Prominent recognition at all events
- Logo prominently displayed on all printed promotional materials
- Prominent listing (name/logo) on website
- Social media mentions

### \$1500 PROMOTER

- Recognition at all events
- Logo on all printed promotional materials
- Prominent listing (name/logo) on website
- Social media mentions

### \$750 ADVOCATE

- Name displayed on all printed promotional materials
- Listing (name/logo) on website
- Social media mentions

### \$350 SUPPORTER

- Listing (name/logo) on website
- Social media mentions

### \$50 FRIEND

- Social media shout-out and high fives!



## YOU HELP SUSTAIN FARMERS MARKETS

	Social media mentions	Listing on website	Listing on promo materials	Logo on promo materials	Recognition at events	VIP event package
HERE'S WHAT YOU GET!						
CHAMPION	●	●		●	●	●
PROMOTER	●	●		●	●	
ADVOCATE	●	●	●			
SUPPORTER	●	●				
FRIEND	●					

# 2017

# MAJOR SPONSORS

## SPONSORSHIP LEVELS

VAFMA has achieved great success pushing our mission forward, BUT our work has just begun.

We seek Major-level sponsors to enable VAFMA to develop the programs and infrastructure necessary to further our mission to be the self-supporting, sustainable organization we envision.

Major Goals for 2017:

- Implement a Market Manager Certification Program in collaboration with VA Cooperative Extension.
- Strengthen regional Collaborations (groups, etc.)
- Provide extensive regional programming, workshops, and training,
- Employ Staff

### \$50,000 SUPERSTAR

- Listed as honorary supporting partner at all VAFMA events
- Ticket package to conference
- Vendor booth at conference & all VAFMA events
- Prominent recognition at conference (mic announcement, screen ad, etc.)
- Logo prominently displayed on all printed promo materials
- Prominent listing (name/logo) on website
- Social Media mentions

### \$25,000 CHAMP

- Listed as honorary supporting partner at all VAFMA events
- Ticket package to conference
- Vendor booth at conference
- Prominent recognition at conference (mic announcement, screen ad, etc.)
- Logo prominently displayed on all printed promo materials
- Prominent listing (name/logo) on website
- Social Media mentions

### \$10,000 HERO

- Listed with VAFMA as co-host to conference
- Ticket package to conference
- Vendor booth at conference
- Prominent recognition at conference (mic announcement, screen ad, etc.)
- Logo prominently displayed on all printed promo materials
- Prominent listing (name/logo) on website
- Social Media mentions

### \$5,000 STAR

- Ticket package to conference & option to set up vendor booth
- Prominent recognition at all events
- Logo prominently displayed on all printed promotional materials
- Prominent listing (name/logo) on website
- Social media mentions



# YOU HELP SUSTAIN FARMERS MARKETS

HERE'S WHAT YOU GET!		Social media mentions	Listing on website	Listing on promo materials	Logo on promo materials	Recognition at events	VIP event package
<div>SUPERSTAR</div> <div>CHAMP</div> <div>HERO</div> <div>STAR</div>	SUPERSTAR	●	●	●	●	●	●
	CHAMP	●	●	●	●	●	●
	HERO	●	●	●	●	●	●
	STAR	●	●	●	●	●	●



# Thank you!

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[www.vafma.org](http://www.vafma.org)



@VAFMA

Special thanks to VAFMA's 2016 Sponsors!



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FARM CREDIT



*Colonial  
Williamsburg*