



Poughkeepsie Farmers' Market

Promote your business. Enhance your image. Support your Community.



Fridays, 3 – 7 p.m.
June 3 – October 28, 2011
Poughkeepsie Farm Project
P.O. Box 3143
Poughkeepsie, NY 12603

Sponsorship Packet



Who we are

The Poughkeepsie Farm Project is a 501(c)(3) non-profit organization that operates a member-supported vegetable farm in the City of Poughkeepsie and programs that benefit thousands of people. The PFP began in 1999 as a community farm with a commitment to education and food justice. The first season, 70 Community Supported Agriculture (CSA) shareholders enjoyed produce from three acres of reawakened farmland leased from Vassar College. Twelve years on, some 400 families are shareholders that take home 75% of the 60 tons of Certified Naturally Grown produce. The other 25% is made available to low income members of our community through our Food Share program, which is aimed at addressing hunger and increasing access to affordable, nutritious food. The PFP's 10 acres are the base for transformative educational experiences for learners of all ages. Hundreds of people benefit each year from our experiential educational programs and countless more are inspired and rejuvenated in more informal and quiet ways. We are dedicated to providing healthy food, strengthening our community and stewarding the environment.

What is exciting about the Poughkeepsie Farmers' Market?

On Fridays in downtown Poughkeepsie, City residents, employees and business owners experience fresh food bounty with special events that create positive community interactions. In 2011, the PFP will manage – and participate in – a significantly larger Farmers' Market to bring healthy, local food accessible for downtown customers. The market will have two concurrent locations, with one portion on the eastern approach to the Walkway Over the Hudson and the other a short block away in Pulaski Park on Washington Street, not far from the new access stairway for the elevated state park. The market partners and advisory committee aim to make the Poughkeepsie Farmers' Market a not-to-miss destination. It is anticipated that more than 10,000 people will visit the Farmers' Market in its new locations.

What your sponsorship supports

The Poughkeepsie Farm Project provides learning opportunities about food and farming and improves access to healthy, locally-grown food while using community-based strategies to produce food, create and support venues for food distribution, and educate youth and adults. We create urban vitality through food and farming that improve the health of people, communities and the environment.

100% of the money raised through sponsorship goes back to support the Farmers' Market. Our other programs include:

- *Food Share:* This program improves access to fresh, healthy food for low income community members.
- *Farmers' Market:* Management of and participation in the Poughkeepsie Farmers' Market to make healthy, local food accessible for downtown customers.
- *City Seeds:* A program that provides opportunities for young people – urban youth and future farmers – to engage in meaningful, skill-building work while learning to grow and eat fresh food, save seeds, and make a difference in their communities and the food system.
- *Community Education:* Our working farm is a unique educational resource for a wide diversity of individuals and groups who are interested in learning more about food and agriculture.
- *Food Donations:* Each week, the PFP donates harvested produce to local emergency food providers, including soup kitchens, food pantries and shelters.



sponsor application form

COMPANY NAME

CONTACT PERSON (FIRST & LAST NAME)

TITLE

PHONE #

EMAIL

ADDRESS

CITY

STATE

ZIP

Please select the sponsorship option in which you would like to participate:

Farm Builder	Harvester	Cultivator	Planter	Tiller
<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$750	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250

Please return application with payment by Friday, April 15th (to take advantage of all marketing opportunities for your sponsorship level) to:

Poughkeepsie Farm Project
P.O. Box 3143
Poughkeepsie, NY 12603

THANK YOU for supporting the Poughkeepsie Farmers' Market and the Poughkeepsie Farm Project!



Sponsorship Levels

	Farm Builder \$3,000	Harvester \$1,500	Cultivator \$750	Planter \$500	Tiller \$250
Company logo on market banners and company listed on the Walkway Over the Hudson website & Facebook	✓				
Recognition on the Poughkeepsie Farm Project website market page (with logo and link)	✓	✓			
Recognition in regular Farmers' Market e-mails, press releases and other marketing material	✓	✓	✓		
Recognition (with logo) in an issue of the PFP newsletter	✓	✓	✓	✓	
Recognition in the PFP annual report in the year of the gift	✓	✓	✓	✓	✓
Opportunity to set up a table at a Friday market	✓	✓	✓	✓	✓
Listing on the Partners page of the PFP website	✓	✓	✓	✓	✓
Complimentary tickets to Soup-A-Bowl (a fundraising event that also supports the Farmers' Market)	8	6	4	2	0



**[100% of
the money
raised goes
back to support
our programs.]**



Contacts

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Executive Director

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www.farmproject.org

Dates of the Market

Fridays, 3 – 7 p.m.

June 3 – October 28, 2011

Top 6 Reasons to Sponsor:

1. Increase your business' visibility in the Hudson Valley.
2. Publicize to thousands of people via market publicity, signage and other media (social networking sites, e-mails, advertisements, newspaper coverage).
3. Help grow the market to serve more customers and vendors.
4. Be on the ground floor of building a sustainable market that ensures local fresh food access in Poughkeepsie and supports the regional agricultural economy.
5. Support the market's mission to:
 - a) Provide locally-produced, fresh and nutritious foods to the community;
 - b) Provide opportunity for local growers to sell their agricultural products directly to the consumer;
 - c) Support community development and revitalization efforts and foster positive community interactions.
6. Show your company's commitment to local, sustainable, healthy food and the community.