



## 2011 Supporter Opportunities

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### Thank you for your interest in the Acton-Boxborough Farmers Market!

**With a second successful season in 2010, the ABFM is well on its way to becoming a community institution.** For 18 Sundays, Pearl Street in West Acton was a visual and literal feast of fresh local foods, real farmers and producers on site to talk about what they grow and make, and lots of community members gathered for food, music, learning, art, and the camaraderie of market day.

**The ABFM Leadership Board happily announces the ABFM 2011 season, with additional market days and outreach, especially to underserved populations. The regular market season will run every Sunday, 10am–1pm, July 10 through October 23** at its Pearl Street site, located conveniently near routes 111, 2, and 495, and readily accessible to both vendors and the public. The market is a destination event, featuring fresh, whole foods, community education, art and music, children's activities, and streams of market-goers. Many look for other West Acton shops and events to frequent while they're in the 'hood! **In 2010, the ABFM launched a May Spring Market Day; this year, we'll add a second Spring Market Day in June, and a pre-holiday market day in November, for a total of 20 market days!**

The Supporters of the Acton-Boxborough Farmers Market are vital in enabling us to bring fresh, high-quality food from farm to table, underscore the importance of purchasing locally, educate folks about food and agriculture, provide useful information, and help build community (see our mission statement, below). **Participating as an ABFM Partner or Sponsor will put your business or organization name and logo in front of active market customers who will learn of your commitment to a local, green, and community-oriented program.** Please see the details of support levels on the accompanying page.

**We hope you share our excitement about the 2011 ABFM season, and will consider becoming a Supporter.**

**For questions or more information, please contact Jennifer Taylor at 978-877-1657 or at [supporters@abfarmersmarket.org](mailto:supporters@abfarmersmarket.org).**

**Thank you!**

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### ***ABFM: Real Food from Real People***

#### **MISSION**

The mission of the Acton-Boxborough Farmers Market (ABFM) is to showcase local sustainable agriculture and promote organic practices; to educate the public on food and agriculture topics; to provide for direct, informed relationships between farmers and consumers; and to benefit local farmers and the local economy, as well as public health, community vitality, and regional environmental and economic sustainability.



# 2011 Supporter Opportunities

The Supporters of the Acton-Boxborough Farmers Market play an important role in the health, and the cultural and economic life, of our community. Becoming an **ABFM PARTNER or SPONSOR** is an opportunity to contribute to a community institution that is a win for everyone! Boost your visibility with eager local customers by supporting the ABFM in one of the following capacities:

## ABFM 2011 SEASONAL SUPPORTER PROGRAM BENEFITS

SUPPORT LEVEL	Website Supporter Page	Market Partner/Sponsor Display Board	Season Postcard	Highlighted Partner/Sponsor	Weekly Eblast Display	Website Footer	ABFM Logo Bags
<b>PARTNER</b> (up to 8) \$250	display	X	X	1 week	X	X	X
<b>SPONSOR</b> \$175	display	X	X	1 week			

### ABFM 2011 SEASON PARTNER \$250

Become a 2011 PARTNER and get full benefits:

- a display presence on our website Supporter page (including name, logo, tag line, address and contact information, brief description, and link to your website)
- business name and logo on our Partner/Sponsor Display Board each market day, July through October
- listing on our beautiful ABFM postcard, a takeaway at market and at area businesses and public facilities
- one week as a Highlighted Partner (see info, below)
- your name and logo on our weekly ABFM eblast
- your name and logo on the Partner footer on every page of the ABFM website
- your name and logo on our recycled-cotton, reusable ABFM grocery bags

### ABFM 2011 SEASON SPONSOR \$175

Become a 2011 SPONSOR and enjoy:

- a display presence on the ABFM website Supporter page (including name, logo, tag line, address and contact info, brief description, and link to your website)
- business name and logo on the Partner/Sponsor Display Board each market day, July through October
- listing on our beautiful ABFM postcard, a takeaway at market and at area businesses and public facilities
- one week as a Highlighted Sponsor (see info, below)

#### HIGHLIGHTED PARTNER/SPONSOR BENEFIT

As the Highlighted Partner or Sponsor of a particular market week, you'll receive special attention: in our weekly ABFM eblast (name, logo, address and contact info, and brief promotional text), and at market, where signage will identify you as a Highlighted Partner or Sponsor, and where you can site promotional materials (and be at market to interact with market-goers if you wish).

Please contact Jennifer Taylor at 978.877.1657 or at supporters@abfarmersmarket.org with questions.

**Thank you for considering becoming an ABFM Supporter!**