



## 2010 Supporter Opportunities

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

**The 2009 inaugural season was a standout success!** For 17 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, art, and the camaraderie of market day.

**The ABFM Leadership Board happily announces the ABFM 2010 season, with expanded hours and a new Spring Market Day on May 23. The regular market season will run every Sunday, 10am–2pm, July 11 through October 31** at its Pearl Street site, located conveniently near routes 111, 2, and 495, and readily accessible to both vendors and the public. The market will again be a destination event, featuring fresh, whole foods, community education, art and music, children's activities, and streams of market-goers.

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, and help build community (see our mission statement, below). Participating as an ABFM Partner or Sponsor will put your company 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 different support levels on the accompanying page.

We hope you share our excitement about the 2010 ABFM season, and will consider becoming a Partner or Sponsor. To do so, please send your completed enrollment form and check, made payable to the Acton-Boxborough Farmers Market, to:

**Acton-Boxborough Farmers Market, 155 Prospect Street, Acton, MA 01720**

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



# 2010 Supporter Opportunities

The Supporters of the Acton-Boxborough Farmers Market play an important role in the health, cultural, and economic life of our community. Becoming an ABFM Partner, Sponsor, or Foodie is an opportunity to contribute to a community institution that is a win for everyone! Please consider supporting the ABFM in one of the following capacities:

## ABFM 2010 SEASONAL SUPPORTER PROGRAM BENEFITS

Support Level	ABFM Logo Bags	ABFM Website Footer	Market Partner/Sponsor Display Board	ABFM Postcard	Website Supporter Page	Eblast & Market Highlight	ABFM Eblast Display
<b>PARTNER</b> (up to 6) <b>\$250</b>	X	X	X	X	display	1 week; 2nd available with upgrade; see below	available with up-grade; see below
<b>SPONSOR</b> (up to 8) <b>\$150</b>			X	X	display	available with upgrade; see below	
<b>FOODIE</b> <b>\$60</b>					listing		

### ABFM 2010 SEASON PARTNER • \$250

Support the ABFM — become a 2010 Partner and get the full complement of benefits:

- your name and logo on our recycled-cotton, reusable ABFM grocery bags
- your name and logo on the Partner footer on every page of the ABFM 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
- a display presence on our website Supporter page (including name, logo, address and contact information, brief tag line or descriptor, and link to your website)
- one week as a Highlighted Partner (see info, next column)

#### PARTNER UPGRADE:

Enjoy both: your name and logo prominently displayed on our weekly ABFM eblast (to hundreds of market patrons), and a second week as a Highlighted Partner (\$75 upcharge for the season).

### ABFM 2010 SEASON SPONSOR • \$150

Boost your visibility with eager local customers: become a 2010 ABFM Sponsor. You'll enjoy:

- 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
- a display presence on the ABFM website Supporter page (including name, logo, address and contact info, brief tag line or descriptor, and link to your website)

#### SPONSOR UPGRADE:

Enjoy one or two weeks as a Highlighted Sponsor (\$25 per week; see info, below); all participating Sponsors will receive a first date before second dates are assigned.

#### HIGHLIGHTED PARTNER/SPONSOR

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.

### ABFM 2010 SEASON FOODIE • \$60

Fresh, local food is important to you? Proclaim it by becoming an ABFM Foodie! We'll acknowledge your contribution on the ABFM website Supporters page.

Please contact Jennifer Taylor at 978-877-1657 or at [coordinator@abfarmersmarket.org](mailto:coordinator@abfarmersmarket.org) with questions. **Thank you for considering becoming an ABFM Supporter!**