

Sponsorship Package



Adelaide Hills Farmers Markets Inc.
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Adelaide Hills Farmers Markets Inc (AHFM) *'a community event'*

A long time in the making

The establishment of a Farmers Market in the Adelaide Hills has been discussed by various groups for over 5 years and now it is finally happening. For the past 18 months, a steering committee has identified the appropriate business model for the Farmers Market and for the past 6 months, the AHFM committee has worked tirelessly on all aspects to make the farmers market a reality.

'The Adelaide Hills Farmers Market is held at the car park of the TAFE College in Mt Barker every Saturday morning from 8am until 12 noon'

So, what is a farmers market and what is it not?

A Farmers Market is a food only market that specialises in authentic, regional, fresh and seasonal products. The AHFM will offer a range of green and field vegetables, herbs, fruit, nuts, seeds and any product that can be either grown or is made from primary products. At the AHFM, customers can also buy fresh produce, flowers, plants, bread, eggs, meat and smallgoods, wine, juices, jams, condiments and chutneys, fresh pasta and honey and anything else that is either grown or produced in the region. We will have a total of 40+ stallholders already lined up and ready to trade.

The AHFM does not allow products that have been genetically modified, are out of season, travel significant 'food miles' or have been bought for resale (ie have been bought in large quantities at a store and are intended for reselling at the AHFM). However, to support the farmers and growers in the Riverland region, who have been doing it tough for some time, the AHFM committee has decided that it will allow citrus fruit at the AHFM in limited quantities.

One of the major advantages that customers will experience is the direct contact with the person(s) that grow(s) or make(s) the food on offer. So, our food and produce has a face.

*The Adelaide Hills Farmers is a community event
This will add significant social, health and economic benefits to the region.*

AHFM Objectives

The overall objective of the AHFM is to achieve sustainable commercial trading outcomes which will add quality, social, health and educational benefits to the community.

More specifically, the AHFM aims to:-

- Promote, develop & support primary producers in the Adelaide Hills region
- Support and facilitate sustainable commercial trading and business development for primary producers and value adders of primary produce
- Assist the development of emerging primary producers/growers from the region
- Provide the infrastructure to encourage market traders to sell fresh, high quality, seasonal and nutritious products grown or produced in the region
- Provide a public forum that maximises interaction between the consumer and the grower and producer so as to add educational and social values to buying food
- Support stallholders that offer value added products of high quality that are synonymous with the overall objectives of the markets
- Reduce food miles
- Provide a venue that is enjoyable, friendly, safe and fun for all stakeholders
- Attract people from adjacent regions to buy food/products and to enjoy the distinct Adelaide Hills Farmers Markets atmosphere
- Celebrate cultural diversity
- Utilise the markets as a venue that fosters beneficial activities for the community
- To do all such things as may be necessary and incidental to the attainment of the above objectives

Who will oversee the activities and make sure the market succeeds?

The AHFM operates from the TAFE Car Park, Mount Barker every Saturday from 8.00 am to 12.00 midday, unless extreme weather does not permit or makes it dangerous to hold the event. To accommodate and work closely with ongoing tourism events in the region, the AHFM may also hold markets outside these times.

The AHFM is an incorporated not-for-profit Association and operates in accordance with the Constitution of the AHFM as prescribed under the Associations Act 1985 with the main aim to act as a community event.

The Executive committee is made up of the independent Chair, Treasurer, Secretary and 6 members (2 growers, 2 value adders and 2 community representatives). The Executive committee is the legally responsible body for the operation of the market – The current committee works on a volunteering basis and all Executives are dedicated local residents that bring a wealth of experience to the table (Appendix 1).

For the day-to-day activities, the AHFM will appoint a market manager. All other activities will be carried out by volunteers and friends of the market.

This is a start up venture and to date, with the exception of a small seed grant from the Adelaide Hills Regional Development board, all activities have been provided in kind or have been financed from donations made by individuals with an interest in the AHFM.

The community has been screaming out for a Farmers Market in the Hills and the public and business support for this event has been overwhelming.

What will the customer get?

The major attraction for customers is to buy fresh, local and seasonal product, to support the local economy and to have a fun day out with the family. AHFM offers membership to the public and at low \$ 50 per year, or 85 cents a week, the customer will receive a massive 10% discount on all full priced products from every stallholder that sells at the market.

We project that we will attract close to 1000 members in the first year of operation and we expect that each Saturday between 300 and 1000 people will visit or buy products from the 40+ stallholders at the market, weather permitting. These figures are extrapolations from other markets of similar size and are conservative estimations.

The Opportunities to get involved early are well worth it in the long run!

Sponsorship is an investment in the future -

The AHFM will offer sponsorship opportunities to local businesses that firstly wish to align themselves as a trading partner with the AHFM. We have developed a comprehensive sponsorship package that has been tailored to suit businesses of different sizes and at different stages of their existence. The sponsorship opportunities are listed below and provide some guidelines and lists the benefits that a sponsor can expect. As a start up venture, we are flexible to accommodate the needs of businesses and we will work with you to achieve a clear win-win situation as we understand that a sponsorships needs to provide benefits to both parties equally.

With this in mind, we encourage you to discuss with us how we can assist.

Corinna Steeb (Chair)

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Sponsorship Levels

The AHFM welcomes all sponsorship proposals and will gladly work with sponsors to tailor a sponsorship package to best suit the appropriate objectives of the sponsor. However as a guide we offer the following five grades of sponsorship with associated benefits.

- Platinum Cart Sponsor – exclusive one only (\$ 10,000/per year)**
- Diamond Cart Sponsors - up to 3 (\$ 5000/per year)**
- Gold Cart Sponsors – up to 5 (\$ 3,000/per year)**
- Silver Cart Sponsors – up to 10 (\$ 1,000/per year)**
- Red Cart Sponsors – unlimited (min of \$ 500/per year)**

Platinum Cart Sponsors (min of 2 year commitment)

The Platinum cart sponsor will be displayed as the single exclusive AHFM Sponsor at all markets, market events and special events that are held during 2010 and 2011.

This includes the following benefits:

Prominent Signage and positioning of promotional material

- Prominent signage at the Farmers Market with large Sponsor flag (tear drop shaped) posted in prominent position (to be identified with sponsor)
- Top position signage at the back panel of AHFM information bay
- Top position of sponsorship logo displayed on all written communications , letters, newsletters, announcements
- Acknowledgement of platinum sponsor in all press releases
- Listed as platinum sponsor at networking events in 2010 and 2011

Exposure at events and announcements

- Invited to make announcements and short speech at official events. First right of refusal to announce /introduce celebrities or officials at functions
- Opportunity to make announcement at 'official opening'
- Opportunity to display 'product' at function (TBD)

Profile on website/newsletters

- Extensive profile at website
- Profile in newsletter with 200 word article (to be established)
- Top position of logo on website - sponsor listing

Complimentary AHFM memberships

- 10 complimentary membership cards to be distributed to the employees of the sponsors business.

Diamond Cart Sponsors (min of 2 year commitment)

The Diamond cart sponsor will be displayed as one of 3 only Diamond AHFM Sponsor at all markets, market events and special events that are held during 2010 and 2011.

This includes the following benefits:

Signage and positioning of promotional material

- Signage at the Farmers Market with Sponsor flag (tear drop shaped) posted in prominent position (to be identified with sponsor)
- Listed as a Diamond sponsor, signage at the back panel of AHFM information bay
- Sponsorship logo displayed on all written communications , letters, newsletters, announcements
- Listed as diamond sponsor at networking events in 2010 and 2011

Exposure at events and announcements

- Opportunity to display products at function (TBD)
- At two (2) markets have a information booth at market to directly promote sponsors business/product
- Opportunity to sponsor one specific market project

Profile on website/newsletters

- Sponsor profile at website
- Profile in newsletter with 200 word article (to be established)
- Logo on website - sponsor listing

Complimentary AHFM memberships

- 5 complimentary membership cards to be distributed to the employees of the business sponsor.

Gold Cart Sponsors (min of 2 year commitment)

The Gold cart sponsors will be displayed as one of 5 only Gold AHFM Sponsor at all markets, market events and special events that are held during 2010 and 2011.

This includes the following benefits:

Signage and positioning of promotional material

- Listed as a Gold sponsor, signage at the back panel of AHFM information bay
- Sponsorship logo displayed on all written communications, letters, newsletters, announcements
- Listed as gold sponsor at networking events in 2010 and 2011

Exposure at events and announcements

- Opportunity to display products at function (TBD)
- At one (1) market per year have a information booth at market to directly promote sponsors business/product

Profile on website/newsletters

- Sponsor profile at website
- Profile in newsletter with 200 word article (to be established)
- Logo on website - sponsor listing

Complimentary AHFM memberships

- 3 complimentary membership cards to be distributed to the employees of the business sponsor.

Silver Cart Sponsors (min of 2 year commitment)

The Silver cart sponsors will be displayed as one of 10 only Silver AHFM Sponsor at all markets, market events and special events that are held during 2010 and 2011.

This includes the following benefits:

Signage and positioning of promotional material

- Listed as a Silver sponsor, signage at the back panel of AHFM information bay
- Sponsorship logo displayed on all written communications , letters, newsletters, announcements
- Listed as silver sponsor at networking events in 2010 and 2011

Exposure at events

- Opportunity to display products at function (TBD)
- Opportunity to include promotional material with satchel or mail out

Profile on website/newsletters

- Sponsor profile at website
- Profile in newsletter with 200 word article (to be established)
- Logo on website - sponsor listing

Complimentary AHFM memberships

- 2 complimentary membership cards to be distributed to the employees of the business sponsor.

Red Cart Sponsors (min of 2 year commitment)

The Red cart sponsors will be displayed as 'Friends of the AHFM red cart' at all markets, market events and special events that are held during 2010 and 2011.

This includes the following benefits:

Signage and positioning of promotional material

- Listed as a Red cart sponsor, signage at the back panel of AHFM information bay
- Sponsorship logo displayed on all written communications , letters, newsletters, announcements
- Listed as red cart sponsor at networking events in 2010 and 2011

Profile on website/newsletters

- Short sponsor profile at website
- Logo on website - sponsor listing

Complimentary AHFM memberships

- 1 complimentary membership card to be distributed to the employees of the business sponsor.

Special projects for Platinum, Diamond and Gold sponsors

Sponsors will have the opportunity to negotiate involvement at special projects that involves the community. For instance, it is anticipated that a kids club will be established within the first 24 month of market. Competitions to win free memberships through schools and TAFE will be run. Cooking classes presented by celebrity chefs are also listed as a special project and co-branding on these events is available for Platinum, Diamond and Gold Sponsors.

All sponsors

All sponsors will benefit from wide spread media releases by the AHFM to promote the event, in particular during 2010.

Market Publicity

The AHFM will be publicised through to members via the AHFM database. Regular articles, advertorials and food stories will be released to newspapers,

magazines, newsletters and special event inclusions. These will include but are not limited to

Advertiser and Sunday Mail and associated print

Courier, Southern Argus and Weekender

Adelaide Hills – town publication newsletters

Adelaide Hills Magazine

SA Life

Sumptuous

And others

Editorials will be forwarded for both in print and on-line publications. Sponsors will be listed and sponsors are able to negotiate special branding opportunities associated with media releases.

Sponsorship Agreement

This agreement for Sponsorship of the Adelaide Hills Farmers markets (AHFM) is made between the Adelaide Hills Farmers Markets Inc. and the said sponsor.

Sponsor:

Address:

ABN:

Primary contact:

Name:

Title:

Phone:

Fax:

Mobile:

Email:

Web:

Sponsorship Category cart (please tick ✓)

Platinum
(\$ 10,000)

Diamond
(\$ 5,000)

Gold
(\$ 3,000)

Silver
(\$ 1,000)

Red
(\$ 500)

Sponsorship cost: \$.....

The Sponsor agrees to the following terms:-

We accept the sponsorship offer, as detailed in the offer document and agree to the following:

- Sponsorship payments, upon invoice, to be made to Adelaide Hills Farmers Market Inc within fourteen days (14) of signing this agreement.
- AHFM Committee agrees to hold no less than 50 market events per year promoting the sponsor as detailed in this agreement.
- Sponsor to nominate name of the persons receiving the complimentary membership cards
- Sponsor agrees to the support AHFM with an annual sponsorship for no less than two (2) years).
- Sponsors logos and information material for publication will be made available to AHFM in high-resolution eps format, i.e. at least 600 dpi, for use in on website and publication. To be provided this material by no later than 30 days upon signing of this agreement.
- Upon signing this contract, the AHFM logo will be made available to sponsor for use in promoting this sponsorship and relationship to the AHFM.
- Sponsor agrees not to misuse or misrepresent the use of the logo.
- AHFM agrees to discuss planned changes to the AHFM marketing plan with sponsors
- AHFM to provide a promotion calendar to sponsor and to communicate changes to events no less than 30 days in advance, unless the change to the event is outside the control of the AHFM committee.
- The above Primary Contact will administer this Agreement.

Signed for Sponsor.....Date

Signed for AHFM Inc.....Date