

# Sponsorship Package



Adelaide Hills Farmers Markets Inc.  
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(Chair AHFM)

## **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  
in 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 offers a range of green and field vegetables, herbs, fruit, nuts, seeds and any product that can be grown or is made from primary produce.** At the AHFM, customers can also buy fresh produce such as flowers, plants, bread, eggs, meat and smallgoods, wine, juices, jams, condiments and chutneys, fresh pasta, honey and anything else that is grown or produced in the region under the AHFM guidelines.

The AHFM will 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 resale 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 direct contact with the people that grow or make the food on offer. So, our food and produce has a face.

*The Adelaide Hills Farmers Market  
is a community event that adds 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/or producer 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 market
- 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 Market atmosphere
- Celebrate cultural diversity
- Utilise the Market 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 oversees the activities to 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. In the event of extreme weather the market will not open. 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 volunteer basis and all Executives are dedicated local residents that bring a wealth of experience to the table.

The running of day-to-day activities will be overseen by 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 public and business support for this event has been overwhelming.

## Customer Benefits

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 \$45 per year, or 85 cents a week, the customer receives 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 product 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!**

Sponsorship is an investment in the future -

The AHFM offers sponsorship opportunities to local businesses that 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 operations. Sponsorship opportunities are listed below and provide guidelines and benefits for a sponsor. 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 sponsorship needs to provide equal benefits to both parties.

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)**

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### Platinum Cart Sponsors (min of 2 year commitment)

The Platinum Cart Sponsors will be displayed as exclusive AHFM Sponsors 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's flag (tear drop shaped) posted in a prominent position (to be identified with sponsor)
- Top position signage at the back panel of the AHFM information bay
- Top position of sponsorship logo displayed on all written communications, letters, newsletters and announcements
- Acknowledgement of Platinum Cart Sponsor in all press releases
- Listed as Platinum Cart Sponsor at networking events in 2009, 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 display 'product' at function (TBD)

##### **Profile on website/newsletters**

- Extensive profile on 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 sponsor's business.

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## Diamond Cart Sponsors (min of 2 year commitment)

Diamond Cart Sponsors 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's flag (tear drop shaped) posted in prominent position (to be identified with sponsor)
- Listed as a Diamond Cart Sponsor, signage at the back panel of the AHFM information bay
- Sponsorship logo displayed on all written communications, letters, newsletters and announcements
- Listed as a Diamond Cart Sponsor at networking events in 2009, 2010 and 2011

#### Exposure at events and announcements

- Opportunity to display products at functions (TBD)
- At two (2) markets have an information both to directly promote sponsor's business/product
- Opportunity to sponsor one specific market project

#### Profile on website/newsletters

- Sponsor profile on 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.

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## Gold Cart Sponsors (min of 2 year commitment)

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**

- Signage at the Farmers Market with Sponsor's flag (tear drop shaped) posted in good position (to be identified with sponsor)
- Listed as a Gold Cart Sponsor, signage at the back panel of the AHFM information bay
- Sponsorship logo displayed on all written communications, letters, newsletters and announcements
- Listed as a Gold Cart Sponsor at networking events in 2009, 2010 and 2011

#### **Exposure at events and announcements**

- Opportunity to display products at function (TBD)
- At one (1) market per year have an information both to directly promote sponsor's business/product

#### **Profile on website/newsletters**

- Sponsor profile on 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.

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## Silver Cart Sponsors (min of 2 year commitment)

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**

- Signage at the Farmers Market with Sponsor's medium-sized flag (tear drop shaped), posted in good position (to be identified with sponsor)
- Listed as a Silver Cart Sponsor, signage at the back panel of AHFM information bay
- Sponsorship logo displayed on all written communications, letters, newsletters and announcements
- Listed as a Silver Cart Sponsor at networking events in 2009, 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 on 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.



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## Red Cart Sponsors (min of 2 year commitment)

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 and announcements
- Listed as a Red Cart Sponsor at networking events in 2009, 2010 and 2011

#### **Profile on website/newsletters**

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

#### **Complimentary AHFM memberships**

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

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## Special projects for Platinum, Diamond and Gold Cart 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 months of the 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 Cart Sponsors.

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## All Sponsors

All sponsors will benefit from wide spread media releases by the AHFM to promote the event, in particular during 2009 and 2010.

## Market Publicity

The AHFM will be publicised 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

The Advertiser, Sunday Mail and associated print publications

The Courier, Southern Argus and Weekender

Adelaide Hills – town publication newsletters

Adelaide Hills Magazine

SA Life

Sumptuous

And others

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

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## 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:

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## 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 this document and agree to the following:

- Sponsorship payments, upon invoice, to be made to Adelaide Hills Farmers Markets Inc within fourteen days (14) of signing this agreement.
- Sponsor to nominate name of the persons receiving the complimentary membership cards.
- Sponsor agrees to support AHFM with an annual sponsorship for no less than two (2) years.
- If, for whatever reason, the AHFM fails to become a significant trading venue or does not attract a minimum of 35 regular stallholders, the sponsor is not obliged to support the second year of the sponsorship agreement.
- AHFM Committee agrees to hold no less than 50 market events per year promoting the sponsor as detailed in this agreement.
- Sponsor's 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 on the website and in publications. This material is to be provided by no later than 30 days upon signing of this agreement.
- Upon signing this contract, the AHFM logo will be made available to the sponsor for use in promoting this relationship with 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