

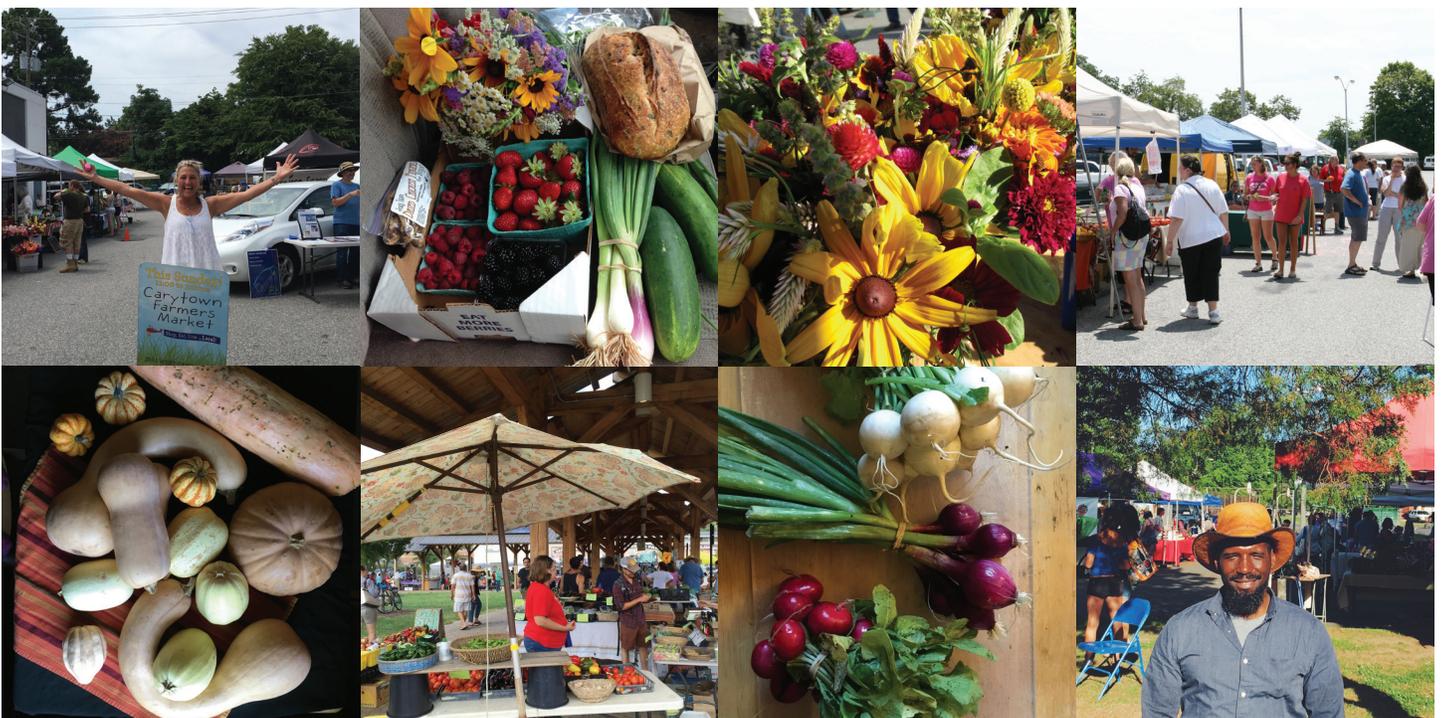


• VIRGINIA • FARMERS • MARKET •



• ASSOCIATION •

# 2019 VAFMA CONFERENCE SPONSORSHIP PROPOSAL



# VAFMA

## *We Exist to Serve You*

The Virginia Farmers Market Association (VAFMA) is a member-based, statewide association. VAFMA's mission is to support farmers and farmers markets through education initiatives, while building opportunities for collaboration, networking, advocacy, and innovation that supports the growth and sustainability of farmers and farmers markets statewide.

We exist to serve you – the farmers, market workers, and communities that make more than 356 farmers markets thrive throughout Virginia. In 2010, a small group of Virginia farmers market managers and community leaders believed that there was a need for increased support for sustainable agriculture and food access in Virginia. This group had a vision for an organization that would strengthen the farmers market infrastructure by shaping public policy, offering statewide representation, increasing whole food access and providing training and educational opportunities. In this way, the farmer's market infrastructure would be strengthened to enable markets to thrive, grow, and multiply. This vision became the Virginia Farmers Market Association, now a robust 501(c)3 non-profit organization with Board representation from all regions within the state.

Moving forward, our focus as a convener and collaborating partner continues by bringing experts, thought leaders and passionate individuals together from diverse interest groups to address and support the food system needs of the Commonwealth of Virginia. Across Virginia, there are many great, local efforts addressing hunger, food access, sustainable agriculture, nutrition, social justice, community and economic development. The Virginia Farmers Market Association works to bridge these efforts to form a coordinated, local food system, thus strengthening connections between farmers markets and local producers in order to help them maintain sustainable businesses, engage their communities, and improve local food systems, while showcasing Virginia's bounty, creating a unique connection between food producers and consumers and building community gathering places where everyone is welcome.



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*7th Annual*  
**Virginia Farmers Market  
Conference**

***Markets are the  
Gateway to Local Food***

*November 13th-15th, 2019*

**Shenandoah Region:  
Stonewall Jackson Hotel  
24 South Market Street  
Staunton, VA 24401**

Our annual conference provides an opportunity for dynamic discussions, training, information exchange and peer networking between Virginia's market managers and other food system stakeholders.

This year's theme focuses on Agritourism and how it can help drive farmers market success.

## **VAFMA'S 7TH ANNUAL VIRGINIA FARMERS MARKET CONFERENCE NOVEMBER 13-15, 2019**

### ***"FARMERS MARKETS ARE THE GATEWAY TO LOCAL FOOD"***

This 3-day annual event brings together farmers, market managers, agriculture policymakers, and community partners to share their passion for farms, food access, small business, healthy communities and farmers markets. There will be targeted workshops and training opportunities, dynamic speakers, fun-filled social networking events, and the Virginia Farmers Market Association's annual member meeting.

This year's theme focuses on Agritourism -- an often untapped path for helping shoppers discover farmers markets. Speakers will discuss how farmers markets can participate in agritourism and the resulting impact on vendor sales, healthy lifestyles and community collaboration. Conference sessions will also cover topics tailored to the needs of market managers and vendors including:

- Leadership
- Fundraising
- Food Access
- Food Safety
- Marketing & Promotions
- Farmers Market Data
- Programming
- Special Events
- Consumer Education

There will be tracks for beginners and experienced participants alike along with an exhibit area packed with resources. This year VAFMA has added a day of pre-conference sessions and activities -- including a winery tour!



### Presenting Sponsor (only 1) \$25,000

- Presenting Sponsor Ticket package to conference (up to 8 complimentary registrations)
- Up to 4 complimentary hotel rooms for company attendees
- Up to 4 Vendor Exhibitor Booths at pre-conference and conference
- Opportunity to be opening speaker for conference (2-3 min in length)
- Guest speaker at reception and conference lunch (8-10 min in length)
- Opportunity to host general session and pre-conference workshop (content to be approved by VAFMA)
- Conference naming opportunity as Presenting Sponsor: *"7th Annual VAFMA Conference Presented by..."*
- Opportunity to have a 90-120 sec video loop at registration (content approved by VAFMA) open throughout conference
- Opportunity to have a 90-120 sec video shown during lunch (content approved by VAFMA)
- Conference Presenting Sponsor billing in all media promotion for the event
- Prominent placement of full-page acknowledgment in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags
- Special acknowledgment from podium



# SPONSORSHIPS

### **Conference Partner** **\$20,000**

- Conference Partner Ticket package to conference (up to 6 complimentary registrations)
- Up to 2 Vendor Exhibitor Booths at conference and pre-conference
- Guest speaker at conference (2-3 min in length)
- Opportunity to have a 90-120 sec video loop at registration (content approved by VAFMA) open throughout conference
- Opportunity to have a 90-120 sec video shown during lunch (content approved by VAFMA)
- Opportunity to host a pre-conference workshop (content approved by VAFMA)
- Prominent placement of full-page acknowledgment in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags
- Special acknowledgment from podium

### **Conference Leaders** **\$15,000**

- Conference Leaders Ticket package to conference (up to 4 complimentary registrations)
- 1 Vendor Exhibitor Booth at conference and pre-conference
- Guest speaker opportunity (2-3 min in length)
- Conference Leader billing in all media promotion for the event.
- Opportunity to have a 90-120 sec video loop at registration (content approved by VAFMA) open throughout conference
- Opportunity to host a pre-conference workshop (content approved by VAFMA)
- Prominent placement of 3/4 page acknowledgement in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags
- Special acknowledgment from podium

### Reception Sponsor \$10,000

- Conference Ticket package to conference (up to 4 complimentary registrations)
- Conference Reception Sponsor billing in all media promotion for the event
- Opportunity to speak at reception (2-3 min in length min)
- Opportunity to have a 90-120 sec video loop at reception (content approved by VAFMA)
- Prominent placement of half-page acknowledgment in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags
- Special acknowledgment from podium

### Lunch Sponsor (x2) \$5,000

- Lunch Sponsor Ticket package to conference (up to 2 complimentary registrations)
- Conference Lunch Sponsor billing in all media promotion for the event.
- Prominent placement of 1/4 page acknowledgement in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags
- Special acknowledgement during lunch



## Printing/Swag Sponsor (x2) \$5,000

- Conference Ticket package (up to 2 complimentary registrations)
- Conference Printing /SWAG Sponsor billing in all media promotion for the event. Prominent placement of 1/8 page acknowledgment in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags

## Breakfast Sponsor (x2) \$3,000

- Conference Ticket package (1 complimentary registration)
- Conference Breakfast Sponsor billing in all media promotion for the event
- Prominent placement of 1/8 page acknowledgment in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags
- Special acknowledgment during breakfast



### **Beverage/Snack Sponsor** **\$2,000**

- Conference Ticket package (1 complimentary registration)
- Conference Beverage Sponsor billing in all media promotion for the event.
- Prominent placement of business card sized acknowledgment in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags

### **Media Sponsor** **\$1,500**

- Conference Ticket package (1 complimentary registration)  
Conference Media
- Sponsor billing in all media promotion for the event
- Prominent placement of business card sized acknowledgment in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.
- Opportunity to have company swag in conference participant's goody bags



## Patron of VAFMA

\$1,000

- Conference Ticket package (1 complimentary registration)
- Prominent placement of business card sized acknowledgement in event program
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.

## Friend of VAFMA

\$500

- Conference Ticket package (1 complimentary registration)
- Prominent sponsor recognition on all conference collateral event marketing materials, social media, signage, event press releases, the VAFMA website, newsletter, annual report, screen ad, etc.

### One Full-Page Acknowledgement in Event Program

\$1000

### One Half-Page Acknowledgement in Event Program

\$500

### One Quarter-Page Acknowledgement in Event Program

\$250

### One Business Card Size Acknowledgement in Event Program

\$125



# Sponsorship Commitment Form

## 7<sup>th</sup> Annual Conference 2019

- |  |  |
|--|--|
| <input type="checkbox"/> Conference Presenting Sponsor: \$25,000 (1) | <input type="checkbox"/> Breakfast Sponsor: \$3,000 (2)  |
| <input type="checkbox"/> Conference Partner Sponsor: \$20,000        | <input type="checkbox"/> Beverage/Snack Sponsor: \$2,000 |
| <input type="checkbox"/> Conference Leaders: \$15,000                | <input type="checkbox"/> Media Sponsor: \$1,500          |
| <input type="checkbox"/> Reception Sponsor: \$10,000                 | <input type="checkbox"/> Patron of VAFMA: \$1,000        |
| <input type="checkbox"/> Lunch Sponsor: \$5,000 (2)                  | <input type="checkbox"/> Friend of VAFMA: \$500          |
| <input type="checkbox"/> Printing/Swag Sponsor: \$5,000 (2)          |  |

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_\_ Enclosed is a check made payable to VAFMA

\_\_\_\_\_ Please charge my credit card for the amount of \$\_\_\_\_\_

VISA    MasterCard

Name on card: \_\_\_\_\_

Card#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ VCode: \_\_\_\_\_

\_\_\_\_\_ Please send an invoice to: \_\_\_\_\_

\_\_\_\_\_ I am unable to attend, but please accept my donation  
in the amount of \$\_\_\_\_\_.

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**501(c)3 47-245340**

*Please complete and return by September 1, 2019.  
All Artwork for the program must be submitted by September 1, 2019.  
Deadline for payment is October 15, 2019.*

# Farmers Market Conference Exhibitors 2019

**November 13<sup>th</sup>-15<sup>th</sup>, 2019**

**Stonewall Jackson Hotel  
24 South Market Street  
Staunton, VA 24401**

## **EXHIBITION FEE INCLUDES**

- 8' x 6' space
- 8' table w/ linen
- 2 chairs
- Free Wi-Fi in Exhibit Area
- 2-complimentary tickets to the Annual Farmers Market Conference  
*(Covers all sessions/workshops, scheduled meals/snacks, and refreshment functions; additional tickets may be purchased via a promo special)*
- Logo & Website linked to VAFMA.org with a short profile on Exhibitor page
- Logo on Conference Materials

If interested in exhibiting, please complete the attached application form along with your payment. If you have additional questions, please contact VAFMA at [info@vafma.org](mailto:info@vafma.org) (subj: exhibitor question).

## **EXHIBITOR CHECKLIST:**

- All information on the application is complete, signed and dated.
- Logo image file provided on disk or emailed to [info@vafma.org](mailto:info@vafma.org) in (.jpg, .tiff, .gif, .png); subject line: Logo Image
- Check, money order or credit card payment in full amount made payable to: VAFMA  
Mail to: Virginia Farmers Market Association  
c/o Kim Hutchinson, VAFMA, 14241 Midlothian TrnPk, #153, Midlothian, VA 23113

## **EXHIBITION FEES**

**ONE-DAY: \$200**

**TWO-DAY: \$400**

*(Two-day includes bonus preconference exhibitor space)*

## **SET-UP HOURS**

Tuesday Night or  
Wednesday Morning

## **TAKE DOWN HOURS**

Thursday (if 1-day):  
5:00pm-6:00pm

Friday (if 2-day):  
4:00pm-5:00pm

*Exhibitor space will be in main conference room. VAFMA encourages exhibitors that offer services to help farmers markets managers and vendors enhance their business practice such as insurance coverage, marketing services, data collection resources, etc.*

*Exhibits Open to attendees throughout the conference; specific schedule TBA*

# Exhibitor Agreement

## Farmers Market Conference 2019

Exhibitor/Company Name \_\_\_\_\_

Contact Name/Authorized Representative \_\_\_\_\_

Name of Person/s Attending Booth: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Exhibit Days:  Thursday, November 14  Friday, November 15 Amount: \$\_\_\_\_\_

Please link to my website from vafma.org:

Web URL: \_\_\_\_\_

What is the nature of your business or organization and how might this benefit/support a farmers market operation?

I agree to be an Exhibitor at the 2019 Virginia Farmers Market Association Conference in Staunton, VA for the number of days indicated above which includes all the benefits listed in the Exhibitors Fee Information handout. I understand that exhibitors fees help support VAFMA's Annual Farmers Market Conference and the operational expenses of VAFMA and that I/our company will be listed as one of the Exhibitors. I agree to abide by the rules established for all exhibitors of VAFMA and further agree to make full payment with submission of this agreement unless other arrangements are made in writing.

Authorized by: (Print) \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

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### Virginia Farmers Market Association

*For office use only*

Confirmation sent:

Payment received:

Amount: \$\_\_\_\_\_

Received by:

CC / Check / MO #