

• VIRGINIA • FARMERS • MARKET •



• ASSOCIATION •

**2021 SPONSORSHIP OF THE
VIRGINIA FARMERS MARKET ASSOCIATION**

VAFMA

Supporting Farmers Markets in Virginia



The Virginia Farmers Market Association (VAFMA) is a 501(c)3 non-profit, 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.

Virginia's 350+ farmers markets provide vital access to locally grown, nutrient dense food. They offer short supply chains, safe shopping experiences, and direct access to farmers and food producers. They keep local farms and small food producers in business – a role that is critical to food security, especially in times of international crisis. Farmers markets strengthen our local food systems, which are more important than ever for community health, the local economy, and the environment—today, and in the recovery ahead.

Since 2010, VAFMA has been the primary advocate, resource, and guide for Virginia's farmers markets. Over the years, we have built our reputation and reach expanding to all regions of the Commonwealth. The strength of this network was tested during the past year. Like many organizations, farmers markets had to pivot quickly during the onset of the COVID-19 pandemic. They were forced to up end their operations and dramatically alter their policies while at the same time defending their essential status to their communities.

During this time, VAFMA was there for farmers market staff and vendors offering training sessions, best practices, and networking calls. We answered their questions and connected them with the resources they needed. We were their liaison with state and local government, advocating to keep markets open and deemed essential. With your support, we will continue to be there for farmers markets in the years to come – keeping them open and thriving in Virginia.

Presenting Sponsor (1) **\$25,000**

- Logo included in Virginia is for Farmers Market Lovers Trail Map & Guide
- Listed as the only Presenting Sponsor on collateral marketing for:
 - Virginia Farmers Market Conference and VAFMA Annual Meeting
 - Market Manager Certification 101 Program
 - Market Manager Certification 201 Program
 - Farmers Market Vendor Certification Program
 - Farmers Market Vendor 101 Free Training Series (8)
 - Market Manager Trainings -- Timely Topic Webinar Series (4)
 - VAFMA Regional Meetings (12)
 - Resource Deep Dive electronic periodicals (12)
- Logo included in VAFMA e-Newsletter (12)
- Opportunity to speak, exhibit or be a topic expert at Conference
- Opportunity to speak, exhibit or be a topic expert at one training
- Electronic exhibitor on VAFMA website including video message
- Annual VAFMA membership

Lead Sponsors (3) **\$20,000**

- Logo included in Virginia is for Farmers Market Lovers Trail Map & Guide
- One of only 3 Lead Sponsors listed behind Presenting Sponsor on collateral marketing for:
 - Virginia Farmers Market Conference and VAFMA Annual Meeting
 - Farmers Market Vendor Certification Program
 - Farmers Market Vendor 101 Free Training Series (8)
 - Market Manager Trainings -- Timely Topic Webinar Series (4)
 - VAFMA Regional Meetings (12)
 - Resource Deep Dive electronic periodicals (12)
- Logo included in VAFMA e-Newsletter (12)
- Opportunity to speak, exhibit or be a topic expert at one training
- Electronic exhibitor on VAFMA website
- Annual VAFMA membership

\$15,000

- Logo included in Virginia is for Farmers Market Lovers Trail Map & Guide
- Listed as a sponsor on collateral marketing for:
 - Virginia Farmers Market Conference and VAFMA Annual Meeting
 - Farmers Market Vendor 101 Free Training Series (8)
 - Market Manager Trainings -- Timely Topic Webinar Series (4)
 - Resource Deep Dive electronic periodicals (12)
- Logo included in VAFMA e-Newsletter (12)
- Electronic exhibitor on VAFMA website
- Annual VAFMA membership

\$10,000

- Logo included in Virginia is for Farmers Market Lovers Trail Map & Guide
- Listed as a sponsor on collateral marketing for:
 - Market Manager Certification 101 Program
 - Market Manager Certification 201 Program
 - Resource Deep Dive (12)
- Logo included in VAFMA e-Newsletter (12)
- Electronic exhibitor on VAFMA website
- Annual VAFMA membership

\$7,500

- Listed as a sponsor on collateral marketing for:
 - o Farmers Market Vendor 101 Free Training Series (8)
 - o Market Manager Trainings -- Timely Topic Webinar Series (4)
 - o Resource Deep Dive electronic periodicals (6)
- Electronic exhibitor on VAFMA website
- Annual VAFMA membership

\$5,000

- Listed as sponsor on collateral marketing for:
 - Your choice of one program or training series
 - Resource Deep Dive electronic periodicals (6)
- Electronic exhibitor on VAFMA website
- Annual VAFMA membership

\$2,500

- Listed as sponsor on collateral marketing for:
 - VAFMA Regional Meetings (12)
 - Resource Deep Dive electronic periodicals (6)
- Electronic exhibitor on VAFMA website
- Annual VAFMA membership

\$1,500

- Listed as sponsor on collateral marketing for:
 - VAFMA Regional Meetings (12)
 - Resource Deep Dive electronic periodicals (3)
- Electronic exhibitor on VAFMA website
- Annual VAFMA membership

VAFMA Program Descriptions

VIRGINIA FARMERS MARKET CONFERENCE

9th VAFMA Conference will be November 2021 (online)

Virginia's premier farmers market event! VAFMA's annual conference provides an opportunity for dynamic discussions, training, information exchange and peer networking between Virginia's farmers market managers, vendors, and other food system stakeholders.

MARKET MANAGER CERTIFICATION 101 PROGRAM

*In partnership with Virginia Cooperative Extension – Virginia Family Nutrition Program
6th year of the program starts January 2022*

Students learn the best practices of farmers market management through this 15-week interactive course addressing real-world market issues.

MARKET MANAGER CERTIFICATION 201 PROGRAM

*In partnership with Virginia Cooperative Extension – Virginia Family Nutrition Program
NEW PROGRAM* starts January 2022

Graduates of VAFMA's Market Manager 101 Program study advanced farmers market management topics through this 15-week interactive course.

FARMERS MARKET VENDOR CERTIFICATION PROGRAM

****NEW PROGRAM* starts in 2022***

Students learn farmers market vendor best practices through this 8-week interactive course addressing real-world market issues.

FARMERS MARKET VENDOR 101 FREE TRAINING SERIES

*January – March (4 weeks)
September – November (4 weeks)
3rd series starts September 2021*

Farmers market readiness series provides overviews of timely topics of interest to new farmers market vendors.

MARKET MANAGER TRAININGS -- TIMELY TOPIC WEBINAR SERIES

Throughout the Year

Timely topics of interest to farmers market managers such as Infectious Disease Training, SNAP & Virginia Fresh Match, and Racial equity at farmers markets.

RESOURCE DEEP DIVE

Monthly – 12 times per year

Each month VAFMA will publish a curated collection of resources, lessons learned, tips, and trainings available on an important farmers market topic. VAFMA will host this “Deep Dive” on its website and promote it via email newsletter, farmers market list-servs, social media, regional meetings, trainings, and VAFMA’s partner network. Topics include food safety, food access, vendor sales, fundraising, vendor relations, marketing, risk management, market data, advocacy, special topics, frequently asked questions, and programs and special events.

VIRGINIA IS FOR FARMERS MARKET LOVERS TRAIL

Campaign to bring farmers market loving tourists to Virginia farmers markets, agritourism operations, and local food restaurants. The program will include a farmers market trail as well as suggested agritourism and local food restaurant excursions in conjunction with a marketing campaign targeting out-of-region tourists who shop farmers markets at home.

VAFMA REGIONAL MEETINGS

There are 8 VAFMA regions in the state. Each region hosts at least 2 regional meetings per year. Farmers market managers are the primary attendees.

Become a sponsor of VAFMA using the form attached or via [secure online payment processing](https://www.flipcause.com/secure/cause_pdetails/MTEyNDY0).

https://www.flipcause.com/secure/cause_pdetails/MTEyNDY0

VAFMA Statewide Association Sponsorship Commitment Form

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Presenting Sponsor: \$25,000 | <input type="checkbox"/> \$7,500 |
| <input type="checkbox"/> Lead Sponsor: \$20,000 | <input type="checkbox"/> \$5,000 |
| <input type="checkbox"/> \$15,000 | <input type="checkbox"/> \$2,500 |
| <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$1,500 |

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 \$_____.

501(c)3 47-245340 | Please contact Kim Hutchinson for more information.
kim.hutchinson@vafma.org | 804.405.3288

