



May 19, 2017

Dear Lawrenceville Business Owner,

I am writing to you on behalf of the Lawrenceville Farmers' Market Advisory Committee. The Lawrenceville Farmers' Market is a community-based farmers' market that has been in operation since 2011, providing fresh, locally grown and raised food to the Lawrenceville community. The market runs each Saturday, June through October, from 1:00 pm until 4:00 pm, in Arsenal Park. Our relocation in 2016 to Arsenal Park placed our market in a more central part of Lawrenceville, while creating an inclusive and family friendly atmosphere for the community.

The Lawrenceville Farmers' Market exists to provide a source of fresh food to the Lawrenceville neighborhood, a gathering place for neighbors, and a viable business outlet for local farms and prepared food vendors. One of our main goals has always been the economic development of Lawrenceville and the surrounding area, and we believe our market plays an integral part in supporting the local food system as well as our neighborhood's booming businesses. The Lawrenceville Farmers' Market is run by a volunteer advisory committee that raises funds each year to cover marketing and programming costs, as well as costs to cover hiring a seasonal market manager. We do all of this with the support of Lawrenceville United, our fiscal sponsor, business sponsorships, and with help from community members like you!

We are writing to ask that you partner with us to ensure that the Lawrenceville Farmers' Market remains a sustainable source of fresh, locally grown food, especially for seniors and low-income families. By sponsoring the Lawrenceville Farmers' Market, you are helping support a local food system which benefits farmers and community members alike.

When donating, checks can be made out to Lawrenceville United with "Farmers' Market" in the memo section. Lawrenceville United is a registered 501(c)3 non-profit and all donations are tax deductible. We would also like to welcome you to opening day at the market - save the date - June 3, 2017, 1:00 pm - 4:00 pm. We hope to see you there and to have your continued support throughout the market season.

Thanks so much for your time, and we hope to speak with you soon.

Sincerely,

Dani San Filippo
Market Manager
market@lunited.org
(412)802-7220

How can you become a sponsor? There are many ways you can support the Lawrenceville Farmers' Market:

- I. **Miracle Gro:** **\$100 or Greater.** We will place your logo in our weekly eNewsletter. You are also eligible to set up a stand at the market once during the season to promote your business! Please indicate your interest in this and we will contact you to establish specific details.

- II. **Sprout Supporter:** **\$250 or Greater:** includes all previous perks, *plus:* Your business's logo will be physically displayed at the market; We will also "Feature" your business in our rotating "Local Business Spotlight" in our e-newsletter (A one time ad for your business, including any specials or promotions you would like to run: Please indicate desired month/week in application: We will contact you to discuss content details before ad is placed)

- III. **Seedling Premier:** **\$1,000 or Greater:** includes all previous perks, *plus:* You will be an "Official Sponsor" which means you can choose to sponsor the Lawrenceville Farmers' Market as a whole or sponsor a specific community booth, either the Educational Cooking Booth or the Community Music Tent. Your business's logo and "Official Sponsor" title will be prominently featured on our posters and postcards distributed throughout Lawrenceville and neighboring communities and on our market banners. We would also be happy to discuss any other marketing ideas, as well as ways to involve your business in the weekly market.

If committing to sponsorship, please return the attached form and payment to the address indicated, and email your business's logo to market@lunited.org in a vector format such as eps, pdf, or svg to be included in promotions. At that time we will contact you with confirmation of receipt as well as to discuss special promotion options (e-newsletter ads, happy hour specials, one-time at-market promotions, etc).

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Please complete the form on the following page to complete your sponsorship.

Donor Name:	
Business Sponsor's Name:	
Address:	
Phone:	
Email:	

PLEASE PICK YOUR SPONSORSHIP LEVEL:

Sponsorship Levels		
<i>please email your logo to market@lunited.org for inclusion in publications</i>		
<input type="radio"/> Miracle Gro: (\$100+)	<input type="radio"/> Sprout Supporter: (\$250+)	<input type="radio"/> Seedling Premier (\$1,000+)- please indicate Lawrenceville Farmers' Market Operations, Educational Chef Booth, or Community Music Tent

- In Kind Support (running a Farmers Market Special, Happy Hour, or Benefit Day throughout the season, or donating items, gift certificates, etc to raffle during these fundraisers)

Any information and follow-up:
In Kind Supporter: If donating an item, please list here. We will follow up regarding timing and pickup.
Miracle Gro, Sprout Supporter, or Seedling Premier: Retailer interested in setting up a one-time stand to promote your business? Desired Date:
Sprout Supporters and Seedling Premier: Interested in e-newsletter Local Business Spotlight? Desired Month/Date for one-time e-newsletter Spotlight:
Additional Comments:

LAWRENCEVILLE UNITED IS A REGISTERED § 501(c) (3) NON-PROFIT CORPORATION OPERATING UNDER THE FEDERAL EIN NUMBER 23-3070601,
THEREFORE ALL CONTRIBUTIONS ARE TAX-DEDUCTIBLE.

Thank you for supporting the Lawrenceville farmers' market!
We appreciate your partnership!

Please enclose check if applicable, and return to: Lawrenceville United, 4839 Butler St, Pittsburgh PA 15201
Checks may be written to Lawrenceville United. Please include Lawrenceville Farmers' Market in the memo.