



SNAP MATCH PROGRAM SPONSORSHIP REQUEST

2024 Summer Market: Sundays May 26th - Oct 13th, 10-2 PM

Location: 50 Payson Ave, Easthampton, MA 01027



Our SNAP Match
Program matches
up to

\$10

each week!



The [Easthampton Farmers' Market](#) has begun planning our 2024 Summer Farmers' Market, and we are seeking sponsorships to continue our SNAP Match Program.

This program aims to address food insecurity and local food access to low-income individuals while also supporting small, local farms and businesses. We are seeking partnerships with organizations like yours to help us continue and expand the impact of our program.

OUR SNAP MATCH PROGRAM

Our program is designed to serve vulnerable communities in our area, specifically seniors, people with disabilities, and low-income families with children. Through this initiative, we provide matching funds (Up to \$10 each week) for SNAP recipients to purchase fresh, locally grown produce and other goods at our farmers' market.

Not only does this program help alleviate food insecurity and give lower-income families more purchasing power, it also fosters economic opportunities for our local farmers and businesses. These extra sales for our vendors have another great benefit - when vendors make more sales, vendor retention increases, which leads to a more robust, sustainable community event that is likely to return year after year.



in 2022 we
matched over
\$5,497



benefitting an
average of
25
vendors per week



OUR IMPACT

Last year, because of **sponsors** like **YOU**, we were able to match over \$5,497 through our SNAP Match Program, an increase from approximately \$2000 Matched in 2022! These matching funds helped a huge variety of household types, mainly Easthampton residents, and benefitted an average of 25 vendors per week.

OUR GOAL

We aim to **DOUBLE** our impact this year, and we need your help. Sponsorship funds will first and foremost be distributed directly to our lower- income customers, but will also help us develop the program into something that can be sustained long-term through additional data collection and enhanced advertising of the program.

BENEFITS OF SPONSORSHIP

By sponsoring our SNAP Match program, your organization will play a vital role in supporting our mission and making a tangible difference in the lives of those in need within our community. In return, we offer several benefits for sponsors, including:

- **Recognition** - All Sponsors will be featured for an entire year on our website, weekly newsletters, and mentioned multiple times throughout the market season across various forms of Social Media. You will also be acknowledged in press releases and local media coverage.
- **Community Engagement** - Based on sponsorship level, all sponsors will have the opportunity to join us at one of our weekly markets to interact with the community. There are also always volunteer opportunities at our market, if your organization would like to participate!

✦ SPONSORSHIP LEVELS ✦

<p>GROWING OUR COMMUNITY LEADERS: \$2500+</p>	<ul style="list-style-type: none"> • Up to 10 Tabling Opportunities • Large Logo on Website, All Newsletters for a year • Press Release Mention <i>(If before opening day)</i> • Quarterly Social Media “Thank You”
<p>HOOPHOUSE HEROES: \$1000+</p>	<ul style="list-style-type: none"> • Up to 7 Tabling Opportunities • Logo on Website, all Newsletters for a year • Press Release Mention <i>(If before opening day)</i> • 2 Social Media Posts
<p>CROP CULTIVATORS: \$500+</p>	<ul style="list-style-type: none"> • Up to 5 Tabling Opportunities • Logo on Website, All Newsletters for a year. • Social Media Mentions
<p>BUDDING BENEFACTORS: \$250+</p>	<ul style="list-style-type: none"> • 3 Tabling Opportunities • Logo on Website, All Newsletters for a year • Social Media Mentions
<p>SEEDLING STARTERS: \$50 +</p>	<ul style="list-style-type: none"> • One Tabling Opportunity • Logo on Website, All Newsletters for a year • Social Media Mentions.

BECOME A SPONSOR

To sign up for a sponsorship, please send your check to:
 Easthampton Farmers’ Market LLC
 % Mayval Farm
 149 Easthampton Rd
 Westhampton, MA 01027
 with **"2024 Sponsorship"** in memo line.
 We can also send an Invoice via Square that can be paid online!

W-9 Available Upon Request

Questions? Please contact our Market Manager Jen:
 easthamptonfarmersmarket@gmail.com

The Easthampton Farmers’ Market is a 505c(3) Non-Profit Organization.