



**In 2023, the Janesville Farmers Market (JFM) will proudly celebrate its 18th year in the heart of Downtown Janesville, and its continuing growth at Town Square.** The JFM is a tax exempt 501(c)(3) charity that receives no public funding from tax dollars and counts on the generosity of community organizations, partners and members like you for support.

**Rain or shine, from the first Saturday in May through the last Saturday in October, the JFM is a beloved community hot spot** where locals and visitors of all ages and backgrounds congregate to enjoy locally grown, produced and created products. *Everyone is welcome, even well-behaved dogs!*

**The JFM is Rock County's largest weekly event**, attracting several thousand singles, couples and families from Janesville and the surrounding communities each Saturday who spend an hour or more shopping, listening to live music, meeting friends and family, and strolling all around Town Square and beyond.

**Recent data suggests that over 70% of JFM participants are aged 25-54, the core of the community's workers and consumers.** They value quality and are interested in buying from and supporting local businesses. If you've visited the JFM on a summer Saturday, chances are that you've seen your customers there. And the good news is that our attendance is growing every year.

**A good portion of that growth is coming from Rock County residents experiencing food insecurities.** Why? First, our central location is easily accessible by public transportation. This combined with a genuinely welcoming atmosphere and a well-established EBT program make it simple for FoodShare participants to use their benefits to purchase fresh, local, healthy food.

**You might not be aware that Downtown Janesville is itself considered a food desert**—a low income tract with little access to affordable food and grocery stores, so the JFM provides both an important community resource as well as an enjoyable one.

**Whatever your customer base, the JFM would love to work with you to tailor a sponsorship package that is valuable to your organization.** Alternatively, the following pages offer a variety of pre-packaged options that span our 26 week outdoor season, as well as a diverse schedule of special events.



## Special Events Sponsorships - Contact Us to Tailor Your Package

*Be a major or contributing sponsor to any or ALL special events throughout the 2023 season.*

**May 5** - Opening Day

**July 1** - Senior Day

**October 1** - Dog Day

**June 24** - Pride Day

**July 15** - Christmas in July

**October 28** - Fall Fest

### **Premier Sponsor (1 slot, \$5,000-filled)**

*For year round exposure, sponsor the JFM for the entire 26-week, outdoor season at Town Square  
AND the 8 indoor markets of the JFM Winter Market at Uptown Janesville.*

#### **Included benefits, or contact us to tailor your package:**

- Opportunity to promote your business in person with complimentary booth space up to 3 times during the outdoor JFM and once at the JFM Winter Market.
- Company logo featured on JFM's website (Homepage & Sponsor tab), & link to your company's website.
- Company logo featured on all promo pieces for the two markets, outdoor and winter, as well as the label, *2023 Premier Sponsor of the JFM & JFM Winter Market*.
- Company logo prominently displayed on outdoor vinyl sponsorship banners.
- 4 exclusive social media posts throughout the year, February 2023 - February 2024.
- Company logo included in group sponsorship recognition social media posts.

### **Market Partners (2 slots, \$2,000 each-filled)**

*Sponsor the JFM's full, 26-week outdoor season.*

#### **Included benefits, or contact us to tailor your package:**

- Opportunity to attend the JFM and promote your business in person with complimentary booth space on the date of your choice during the outdoor JFM.
- Company logo featured on JFM's website (Homepage & Sponsor tab), link to your company's website.
- Company logo prominently displayed on outdoor vinyl sponsorship banners.
- 2 exclusive social media posts during the season.
- Company logo included in group sponsorship recognition social media posts.

**Janesville Farmers Market P.O.Box 8252 Janesville, WI 53547**

**608-289-9292 [www.janesvillefarmersmarket.com](http://www.janesvillefarmersmarket.com)**



## **Market Builders, Community Connections (4 slots, \$1,000 each-1 left)**

*Help the JFM to solidify and expand its community reach. Sponsorship funds will be used to:*

- Offset booth space fees for 2 local nonprofits/week to promote their organizations to the public.
- Cover the cost of creating bilingual market signage (English/Spanish), including directional, at Town Square.

### **Included Benefits:**

- Opportunity to attend the JFM at Town Square and promote your business in person with complimentary booth space once during the season.
- Company logo on sponsored promotional/directional signage.
- Company logo featured on JFM's website (Homepage & Sponsor tab), & link to your company's website. .
- Company logo displayed on vinyl sponsorship banners (outdoor JFM).
- Company logo included in group sponsorship recognition social media posts.

## **Market Experience & Enrichment (6 slots, \$500 each-1 left)**

*Enhance the JFM experience for customers. Sponsorship funds will be used to:*

- Hire local musicians and performers to entertain at each weekly market.
- Cover the cost of installing/maintaining portable restrooms off of Dodge Street (JFM, not other public use).
- Add portable restroom options to the Water Street side of Town Square.
- Update worn public signage/banners.
- Purchase additional safety cones/vests for set up/public safety.

### **Included Benefits:**

- Company logo on sponsored promotional/directional signage.
- Company logo featured on JFM's website (Homepage & Sponsor tab), & link to your company's website.
- Company logo displayed on vinyl sponsorship banners (outdoor JFM).
- Company logo included in group sponsorship recognition social media posts.



## **Friends of the JFM (Unlimited Slots, \$100 - \$499)**

*Provide much needed general operational support, or contact the Market Manager to discuss where you would like your sponsorship funds applied.*

### **Included Benefits:**

- Company name featured on JFM's website (Sponsor tab), & link to your company's website.
- Company logo included in group sponsorship recognition social media posts.

## **Love your Local Farmers Market! (Unlimited Slots, up to \$99)**

*Show your love for your local farmers market with any donation up to \$99.  
We gratefully accept your support and your love!*

### **Included Benefits:**

- Get a shout out on our Facebook page or be added to the list on our website. You pick!

## **In Kind Sponsorships (Unlimited Slots, any value)**

*Provide goods, services or other non-monetary support.*

### **Included Benefits:**

- Recognition will correspond directly to sponsor-determined monetary value of any in kind support. See benefit levels for details.

*Whether you're a long-time JFM sponsor who wants to review, renew, or even grow your level of support; or if you're a first timer, please email:*

*Kris Koch, JFM Market Manager, at [janesvillefarmersmarket@gmail.com](mailto:janesvillefarmersmarket@gmail.com)  
with the package that most interests you.*

**We also tailor packages to meet your business's specific needs. Reach out any time.**

**Thank you for your time and consideration. Hope to hear from you soon!**