



2025

SPONSORSHIP OPPORTUNITIES





ADDRESS

120 S. Main St,
Davidson, NC 28036
Located next to Town Hall
b/w Main St. & Jackson St.

BOARD OF DIRECTORS

Caitlin James, President
Whitney Feld, Vice President
Ashley Neff, Secretary
Michael McFadden, Treasurer

Patti Altshuler
Brooke Basinger
Matt Davis
Heather Duke
Mike Fabrizius
Chris Marsicano
Nora Pierce
Connie Wessner

Dear Community Supporter,

On behalf of the Davidson Farmers Market, I am thrilled to share new opportunities to get involved and support our beloved market.

If you believe in our mission to provide access to local goods and produce and want to grow awareness of your brand, we hope you will consider sponsoring the market.

Did you know we attract an average of 3,000+ shoppers during prime season? From the early birds who arrive promptly to pick up their favorite goods to those who linger to catch up with new friends or neighbors over a cup of coffee, DFM brings our community together.

By supporting DFM, you empower fifty amazing local producers who come from within a 100-mile radius of our community, and represent over 1,100 acres in surrounding counties, you also:

- Stimulate our local economy and aid in the preservation of farmland
- Create opportunities for business incubation and micro-enterprise for farmers & vendors
- Strengthen our local food system while reducing the carbon footprint
- Foster social interaction among an economically, racially, and ethnically diverse shopper base

The DFM staff and board are committed to keeping participation in our market affordable for all our producers. According to the USDA, for each dollar consumers spend on food less than 8 cents goes to farmers. DFM is different. Our market offers the lowest cost of entry in Charlotte-Mecklenburg. Additionally, we provide our vendors with tents and tables to further reduce their costs.

Your support helps ensure that DFM continues to be a place for our farmers and producers to thrive, and a gathering space for our region to unite around fresh and healthy food.

I look forward to seeing you at the market!

Caitlin James
DFM Board President



2025 Season



Sponsorship

Title \$6,500 (Limit: 1)

- Market tabling - attend every market as desired, including the Winter Markets.
- Invitation to market special events.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Business highlighted on all social media platforms.
- Featured as Title Sponsor on all market signage and market collateral.
- Recognition in the Davidson Farmers Market Cookbook.
- Coordinated volunteer day for staff.
- Special pass provided to “shop early” before the market opens.

Partner \$5,000 (Limit: 3)

- Market tabling - attend fifteen market days.
- Invitation to market special events.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Business highlighted on all social media platforms.
- Business listed on all market signs and collateral.
- Recognition in the Davidson Farmers Market Cookbook.
- Coordinated volunteer day for staff.
- Special pass provided to “shop early” before the market opens.



2025 Season



Sponsorship

Advocate \$2,500 (Unlimited)

- Market tabling - attend ten market days.
- Invitation to market special events.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Business highlighted on all social media platforms.
- Business listed on all at market signs and collateral.
- Recognition in the Davidson Farmers Market Cookbook.
- Special pass provided to “shop early” before the market opens.

Supporter \$1,000 (Unlimited)

- Market tabling - attend five market days.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Business highlighted on all social media platforms.

Friend \$500 (Unlimited)

- Market tabling - Attend two market days.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.

Neighbor \$250 (Unlimited)

- Listed on Davidson Farmers Market website, newsletter, and marketing collateral.



DFM Cookbook Sponsorship Tiers

Our work continues on a vendor and community-driven Farmer's Market Cookbook, which will launch in 2025. We are particularly pleased to collaborate with local creatives Brooke Basinger, Seth Snider and Blake Pope, whose contributions have brought our vision to life.

DFM Executive Chef - \$6,500 (EXCLUSIVE)

- Special full-page preface in the Davidson Farmers Market Cookbook.
- Copy of the DFM Cookbook signed by DFM vendors.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Business highlighted on all social media platforms.
- Designated table for your business at the cookbook launch.
- Invitation to market special events.
- Coordinated volunteer day for staff.

DFM Chef de Cuisine - \$3,500 (Limit of Four)

- Special feature in the Davidson Farmers Market Cookbook.
- Copy of the DFM Cookbook signed by DFM vendors.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Designated table for your business at the cookbook launch.
- Business highlighted on all social media platforms.

DFM Sous Chef - \$1,000

- Listed as major sponsor in the DFM Cookbook.
- Copy of the DFM Cookbook.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Business highlighted on all social media platforms.

DFM Chef de Partie - \$500

- Listed as a sponsor in the DFM Cookbook.
- Copy of the DFM Cookbook.
- Listed on Davidson Farmers Market website, newsletter, and marketing collateral with logo and direct link to business website.
- Business highlighted on all social media platforms.

If you are interested in learning more, additional information is available by emailing whitney@davidsonfarmersmarket.org or caitlin@davidsonfarmersmarket.org



DESIGN ELEMENTS



2025 Sponsor



Agreement

SPONSORSHIP TERMS & CONDITIONS

Payment Obligation

The Sponsor acknowledges and agrees that this sponsorship commitment constitutes a binding agreement to pay the total sponsorship amount specified in this form.

Payment Deadline

The Sponsor agrees to remit the full sponsorship payment by the specified deadline outlined in this form (March 1, 2025). Failure to make the payment by the deadline may result in forfeiture of sponsorship benefits.

Payment Method

The Sponsor can make the payment via check or credit card. Sponsors will be invoiced by DFM following submission of this form.

Cancellation Policy

Sponsorship commitments are non-cancelable. In the event of cancellation or withdrawal by the Sponsor, the total sponsorship amount remains due and payable.

Promotional Materials

The Sponsor grants permission for their logo and company name to be used in event promotional materials. Any changes to the sponsor's logo or withdrawal of permission must be communicated in writing to Courtney Spear, Market Manager.

Table Allocation

Market dates are assigned on a first-come first-served basis. Table spaces and market placement are determined by the DFM Market Manager.

2025 Sponsor



Commitment Form

PERSONAL INFORMATION

Full Name

Company Name

Title

Full Address

City/State/Zip

Phone Number

Email

Preferred Contact

☐

Phone

☐

Email

SPONSORSHIP LEVEL

2025 Season

☐

Title (\$6,500)

☐

Partner (\$5,000)

☐

Advocate (\$2,500)

☐

Supporter (\$1,000)

☐

Friend (\$500)

☐

Neighbor (\$100)

Special Sponsorships - Cookbook Sponsorship

☐

Exec (\$6,500)

☐

Chef de Cuisine (\$3,500)

☐

Sous (\$1,000)

☐

Chef de Partie (\$500)

By signing this agreement, I hereby confirm that I have thoroughly reviewed and understand the terms and conditions outlined in this sponsorship form, and I agree to abide by the obligations and commitments therein:

Signature

Date