



MONTROSE FARMERS MARKET 2024 SPONSORSHIP KIT





GREETINGS,

In 2023 the market celebrated its 45th anniversary of serving our community, and with the support from our sponsors, we were able to ensure that the MFM continues to serve as the go-to place for the community to access products from local farmers, ranchers, and artisans in a fun, family-friendly environment.

Sponsorships like yours ensure we continue to provide our essential service in a safe and accessible way while also providing community-building events such as live music and kids' activities. Your sponsorship also goes to ensure that all our community members can access food at the Montrose Farmers Market, regardless of their income status. Lastly, our market serves to support local businesses by offering administrative services and support. These are all areas that your sponsorship dollars go towards helping.

In the past year, we saw an increase in vendors and customers at the MFM, including SNAP/Double Up Food Bucks currencies. This only validates the importance of ensuring a strong regional food system; thank you for sharing that value with us.

We look forward to our continued relationship and working with you in the future.

Sammie Alteri, Project Manager, Montrose Farmers Market
Penelope Powell, Executive Director, Valley Food Partnership



2023 MARKET SEASON

HIGHLIGHTS

- 41 weeks, rain or shine, of connecting local producers to consumers
- Brought \$360,248 to the local economy
- Supported over 50 local, small business owners
- Provided over \$23,000 in SNAP, DUFEB, and WIC sales
- Contributed nearly \$15,000 in taxes to the City and State
- 6 special events



Our Mission

Connect local farmers/ranchers and local people

Provide food access services

Help incubate new producers and businesses

Support community building

OUR REACH



600+

Peak market day customer attendance

400+

Summer customer attendance average

5.9K+

Social media followers

3.8K+

Unique website visitors per year

21K+

Outreach through partner organizations

2024 SPONSOR LEVELS

LEVEL	CONTRIBUTION	BOOTH SPACE	PROMOTION
FRIEND	\$250	2 Market Days	Logo on website, monthly group social media acknowledgement, listing on banner displayed at market
SUPPORTER	\$500	5 Market Days	Logo on website, monthly group social media acknowledgement, listing on banner displayed at market, EZ state tax credit
NURTURER	\$1000	10 Market Days	Logo on website, monthly group social media acknowledgement, listing on banner displayed at market, EZ state tax credit
CULTIVATOR	\$2500	Summer Market	Logo on website, social media monthly group + quarterly individual acknowledgement, listing on banner displayed at market, EZ state tax credit
SUSTAINER	\$5000	Full Year	Logo on website, social media monthly group + quarterly individual acknowledgement, listing on banner displayed at market, verbal recognition at special events, logo on all printed designs, EZ state tax credit

The Montrose Farmers Market is a year round market. The Summer season is every Saturday, May through October, 9am- 1 pm. Holiday season is the first three Saturdays of November and December, 10 am - 1 pm, and the Winter season is every other Saturday, January through April, 10 am - 1 pm.

Booth spaces are 10x10 ft., all tents must be secured with 40 lb. weights on each leg. Booths must be set up by opening time and may not break down until closing time. Schedules must be communicated to the MFM Coordinator (MFM@valleyfoodpartnership.org) prior to market date. While spots are guaranteed for sponsors, exact spots may be subject to change.

Sponsorship Registration

When you become a sponsor of the Montrose Farmers Market, you join a community-wide effort to create and sustain a local food economy, One that protects family farms, safeguards the environment, improves health & nutrition, creates jobs, and puts wholesome, delicious foods on your table.



Company Name _____

please provide name exactly as you would like to be recognized

We have previously sponsored this event and our logo hasn't changed

Mailing Address _____

Contact Name _____

Contact Phone _____

Email _____

please provide the email for who we should contact for weekly map and event updates

Website _____

Payment Method:

Check: Please make check payable to Valley Food Partnership and mail to PO Box 3152 Montrose, CO 81402

Credit Card: Use QR code to pay online, visit www.valleyfoodpartnership.org, or call 970-249-0705



Contact

Phone 970-249-0705
Website www.valleyfoodpartnership.org
Email Sammie@valleyfoodpartnership.org
Address 300 Hap Court, Olathe CO 81425 (physical)
PO Box 3152 Montrose, CO 81402 (mailing)

Sponsorship Level

circle one

Thank you for your sponsorship! MFM staff will reach out to you for next steps

SUSTAINER

\$5000

CULTIVATOR

\$2500

NURTURER

\$1000

SUPPORTER

\$500

FRIEND

\$250



INVEST IN VALLEY FOOD PARTNERSHIP AND SAVE ON YOUR TAXES!

Valley Food Partnership is part of the Region 10 Enterprise Zone. This allows you to support aspiring and existing regional, small to medium-sized agriculture and local food-based businesses with education; mentorship/internship; land access; promotion; a marketplace to connect directly with consumers; and growth of sales through increasing produce purchasing power for individuals and families who are experiencing food insecurity. Your support in this will also allow you to receive a substantial benefit: up to a 25% tax credit above and beyond the existing charitable tax deductions through the State of Colorado and the Federal Government. This applies to all taxpayers, whether you itemize or not.

The minimum donation to VFP that can be made through the Enterprise Zone is \$250 per year.

ENTERPRISE ZONE: Build Up Savings!	With Tax Credit	Without Tax Credit
Donation Amount	\$1000	\$1000
Est. Federal tax savings (35% tax bracket)	350	350
Est. State tax savings (4.63% tax bracket)	46	46
State Enterprise Zone tax credit	250	0
Total tax savings	646	396
Net cost of contribution	\$354	\$604

1 Make your donation
Make your Donation to the Contribution Project's Organization.

2 Memo that it is EZ
In the memo section of the check note that it is going to the EZCP plus the last 4 of your SSN or full business EIN

3 After Processing, the Enterprise Zone Administrator at Region 10 will approve your contribution and a certificate will be sent via email to you or the VFP project contact.

4 If it is an In-Kind contribution, please include a receipt and/or verification of value.

Your donation is tax deductible to the full extent allowed by law. Please check with your tax advisor to verify you are receiving the appropriate tax credit allowed. (Note: Enterprise Zone tax credits for gifts of securities are 12.5% rather than 25% as with cash gift.)





HELP US SUPPORT LOCAL MUSIC!

At the Montrose Farmers Market, we know how important live, local music is to our community. We value the many talented musicians who have played at our market every Saturday all summer long. Which is why in 2024, our goal is to increase our entertainment budget to offer our musicians higher pay.

With your sponsorship, we can achieve this goal!

**A sponsorship of \$3000 will grant
your business:**

A booth space at all summer markets, logo on website, social media monthly group + quarterly individual acknowledgement, EZ state tax credit, and an individual banner hung on the stage featuring your sponsorship

For more information, please email
Sammie@valleyfoodpartnership.org