



Dear Potential PoP Club Sponsor:

We are reaching out to you to follow up on news of an exciting program coming to the Bongards Farmers Market during the 2018 market season! Bongards Farmers Market is located in the parking lot of St. John's United Church of Christ at 12980 County Road 51 Norwood Young America, Minnesota 55368.

The Power of Produce (PoP) Club is a farmers market incentive program for children ages 4 to 12. Each week, children receive a \$2 token to spend on fresh fruits and vegetables and food plants. The PoP Club engages children at the farmers market and empowers them to make healthful food choices. Farmers markets across the nation have implemented the program and documented the program's positive impact on the fruit and vegetable consumption of children as well as an increase in families attending the farmers market. Our market held a trial run of this program in 2017 which proved quite popular with children and their parents who indicated the excitement shared by the kids in picking out 'their' produce and then trying new recipes as the kids sometimes picked unfamiliar vegetables.

The PoP Club has the potential to play a key role in building healthy, prospering communities. The program encourages children and families to attend the farmers market every week, thus potentially increasing the market's customer-base and revenue of local growers. The PoP Club also aims to create a social norm around farmers markets. In coordination with other market activities, the program helps to create an equitable space that community members want to visit each week and make part of their normal shopping routine.

The PoP Club will run Wednesdays for 17 weeks June through September 3pm to 6pm at the *Bongards Farmers Market*. We invite you to join us! If your organization would like to participate as a sponsor, please complete the attached sponsorship form by April 15. Once you complete and return this form, we will follow-up with you either by phone or in-person to discuss further. Please let us know if you have any questions. Thank you for your time and consideration.

Sincerely,

Bongards Farmers Market

# Power of Produce (PoP) Club Sponsorship Package

*Please select one option*

## \_\_\_\_\_ Sponsorship Level \$250

- Recognition on the [*farmers market name*] website, social media, and promotional materials posted in the community;
- Your business logo printed on the PoP Club reusable bag each child receives upon registration as well as the ability to place company inserts in these bags;
- Your business name and logo displayed on the banner displayed at the PoP Club booth.

## \_\_\_\_\_ Friend \$50 to \$249 (write amount here: \$\_\_\_\_\_)

- Sponsor promise to be determined based on amount listed.

## \_\_\_\_\_ Other (write amount here: \$\_\_\_\_\_)

- Promise to be negotiated with sponsoring organization.

### Contact Information

Contact Name: \_\_\_\_\_

Business Name\*: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*\*List business name as you would like it to appear on promotional materials.*

Sponsorship amount enclosed: \$\_\_\_\_\_ (*tax deductible to the extent allowable by law*)

Make checks payable to: Bongards Farmers Market; Attn: PoP Club

Thank you for supporting the Power of Produce Kids Club! We want to recognize your generosity. In order to have your business name and/or logo included in our promotions, please send your sponsorship check and this form to the following address:

St. Johns United Church of Christ  
Bongards Farmers Market  
12980 County Road 51  
Norwood Young America, MN 55368

A digital file (PNG or JPEG 1000 px or greater or vector image) of your company's logo can be sent to Michelle Bachmann at this email address: michelle\_bachmann@hotmail.com