



March 1, 2016

Dear potential sponsor,

I would like to introduce the Big Sky Farmers Market. One of Big Sky's premiere summer events, this diverse, well-attended outdoor market is held each week in the heart of Big Sky's Town Center. We are heading into our 8th season with the goal of sharing the best of Big Sky's mountain culture with our community and guests. The Market will again be located at Fire Pit Park on Lone Peak Drive at Big Sky Town Center, and will take place 15 times throughout the summer, every Wednesday from 5:00-8:00pm, starting June 22 and ending September 28.

The Big Sky Farmers Market has great sponsorship opportunities. We invite you to take a look at the value that you will receive by sponsoring the Farmers Market. Sponsorship is an effective way for your brand to reach thousands of potential customers and support an important community event at the same time. With vendors and visitors, the market averages 1,000+ attendees every week and reaches thousands more through our social networks.

Enclosed please find a sponsorship level sheet and a contract. Thank you for your support of the Big Sky Farmers Market.

Sincerely,

Erik Morrison

Market Director

406-570-6579

erik@lovestreetmedia.com

Celebrating Our 8th Season!

SPONSORSHIP LEVELS 2016

Now is a great opportunity to show your support for a long standing community event while getting some valuable exposure for your business or organization! We are a nonprofit and commit all revenue to the marketing and promotion of future markets. Sponsorship is committed on an annual basis, and covers all 15 markets of 2016. The support of sponsors like you is essential to the Market's success.

Please choose the level that best meets your particular needs:

Headline Sponsor [1 Available] - \$8,000

- * Logo and headline sponsor mention on all PSA's (digital, radio, print, etc.)
- * Logo and headline sponsor mention on event banner prominently displayed before and during each market
- * Logo and headline sponsor mention on posters/handbills distributed regionally to over 75 locations
- * Slider banner ad, logo and sponsor mention on bigskytowncenter.com (market landing page, sponsors page, etc.) with links to your site
- * Market space for headline sponsor booth to bring displays, samples and brochures about business
- * Special mention on the mic before/after live entertainment and during intermission
- * Business mentioned in all weekly event related social marketing efforts (posts, event invites and updates, contests, etc.) during season and tagged in all event photos/video
- * Opportunities for weekly customized marketing activations through the market season

Gold Sponsor [2 Available] - \$3,000

- * Logo and sponsor mention on select PSA's (digital, print, etc.)
- * Logo on event banner prominently displayed before and during each market
- * Logo on posters/handbills distributed regionally to over 75 locations
- * Slider banner ad, logo and sponsor mention on bigskytowncenter.com (market landing page, sponsors page, etc.) with links to your site
- * Market space for sponsor booth to bring displays, samples and brochures about business
- * Special mention on the mic before/after live entertainment and during intermission at all markets
- * Business mentioned seven times in select event related social marketing efforts (posts, event invites and updates, contests, etc.) during season and tagged in all event photos/video



Continued on next page

Music Sponsor [1 Available] - \$3,000

- * Logo and sponsor mention on select PSA's (digital, print, etc.)
- * Logo exclusively displayed around the music stage presented on a banner that you provide
- * Logo on posters/handbills distributed regionally to over 75 locations
- * Slider banner ad, logo and sponsor mention on bigskytowncenter.com (market landing page, sponsors page, etc.) with links to your site
- * Market space for sponsor booth to bring displays, samples and brochures about business
- * Special mention on the mic before/after live entertainment and during intermission at all markets
- * Business mentioned seven times in select event related social marketing efforts (posts, event invites and updates, contests, etc.) during season and tagged in all event photos/video

Silver Sponsor [4 Available] - \$2,000

- * Logo and sponsor mention on select PSA's (digital, print, etc.)
- * Logo on event banner prominently displayed before and during each market
- * Logo on posters distributed regionally to over 75 locations
- * Slider banner ad, logo and sponsor mention on bigskytowncenter.com (market landing page, sponsors page, etc.) with links to your site
- * Market space for sponsor booth to bring displays, samples and brochures about business
- * Special mention on the mic before/after live entertainment and during intermission at four select markets
- * Business mentioned twice in select event related social marketing effort(post, event invite or update, contest, etc.) during season and tagged in select event photos/video

Bronze Sponsor [8 Available] - \$1,000

- * Logo on event banner prominently displayed before and during each market
- * Logo on posters distributed regionally to over 75 locations
- * Slider banner ad, logo and sponsor mention on bigskytowncenter.com (market landing page, sponsors page, etc.) with links to your site
- * Market space for sponsor booth to bring displays, samples and brochures about business
- * Special mention on the mic before/after live entertainment and during intermission at one select market
- * Business mentioned once in select event related social marketing effort (post, event invite or update, contest, etc.) during season and tagged in select event photos

Grass Roots Sponsor [Unlimited] - \$250

- * Logo on event banner prominently displayed before and during each market
- * Logo and sponsor mention on bigskytowncenter.com (sponsors page, etc.) with links to your site
- * Market space for sponsor booth to bring displays, samples and brochures about business



**Deadline to get logo on advertising,
banners and posters: June 1, 2016**

Celebrating our 8th Season!

SPONSORSHIP AGREEMENT 2016

_____ agrees to the following sponsorship level for the 2016 Big Sky Farmers Market in Big Sky, MT. The market will take place fifteen times, every Wednesday from 5:00-8:00pm, starting June 22 and ending September 28.

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone (mobile preferred): _____

Email: _____ Website: _____

Sponsorship Level:

___ \$8,000

___ \$3,000

___ \$2,000

___ \$1,000

___ \$250

From the date of full payment for the sponsorship, the sponsor may advertise its sponsorship for the purposes of business development or community relations.

The Market agrees to abide by all terms set forth in the sponsorship level guidelines.

Sponsor Signature _____ Date _____

BSFM Signature _____ Date _____

Please make checks payable to: TCOA (Town Center Owners Association)
memo: Farmers Market
326 N. Broadway, Bozeman, MT 59715



Contact Erik Morrison at 406-570-6579
erik@lovestreetmedia.com • bigskyfarmersmarket.com