WEFM

WEST END FARMERS' MARKET

For 13 years, the West End Farmers Market (WEFM) has committed itself to bringing fresh, nutritious, and locally grown products to shoppers in the West End and surrounding neighborhoods in Hartford. This will be our 14th season, and our third year in our new location on the Clemens Place Apartments Green on Farmington Avenue. The move to this location afforded us significant room to grow as a market, and we have greatly increased our number of vendors, aiming to offer a wide selection of local products to shoppers.

As we work to fill this space with good food in an atmosphere of community and health, we are looking for local businesses to help by sponsoring activities like art programming, cooking demonstrations, and educational opportunities for both adults and children. Your assistance will help the WEFM grow into a community hub – a place for people to not only support their local vendors, but also to gather, connect and learn together.

WEFM patrons are Hartford residents who care deeply about supporting their local farms and businesses. They often reference the importance of "shopping local" as their motivation for attending the market. As a market sponsor, your business will be able to showcase your support of Connecticut farms and producers. We plan to thank you for that commitment by providing the following benefits for each donation level:

$1,000 – Benefactor
- Name and logo on our market banner, which will remain permanently displayed throughout the season (June – October)
- Vendor space at the market throughout the season
- Name and logo included in every weekly newsletter

$500 – Event Sponsor (Strawberry Shortcake Day; Kid's Day; Harvest Festival)
- Marketing for the event will include the phrase: Brought to you by [name and logo]
- Vendor space at market on day of event
- Newsletter and social media promotion of your support

$300 – Cooking Demonstration Sponsor
- Business name on handouts/recipe cards
- Newsletter and social media promotion
- Vendor space at market on day of event

$200 – Market Sponsor
- Promotion of support on our website and social media
- Name and logo on market banner displayed during market hours
- Vendor space at one market

You may also earmark your donation to be applied to supporting our Double Value Coupon Program (DVCP). The DVCP is a network of nutrition incentive programs that are operated at

farmers markets across the country. The program doubles the value of federal nutrition benefits (including SNAP/EBT (formerly known as food stamps) and other vouchers, such as those given to seniors and WIC participants). DVCP dollars can only be used when customers shop at a farmers market for locally grown fruits and vegetables. With the generous support of The Hartford Foundation for Public Giving and Wholesome Wave, WEFM distributed over $9,000 in market bucks in 2015! This funding enabled low-income market patrons to make healthier and more nutritious food choices at the WEFM, which in turn supported our farmers. All of it helps make the WEFM a profitable and robust presence in the West End and Asylum Hill neighborhoods of Hartford, serving customers from all demographics.

We hope you will recognize the value of the WEFM and join us as a Market Patron. Your support will help us continue our evolution into a strong and inclusive market: A space for our community to gather, come together around healthy food, support local businesses and make the West End proud!

Sincerely,

Caroline Finnegan
WEFM Market Manager
caroline@wefm.org
(860) 940-9285

Anne Thompson
WEFM Market Chair
anne@wefm.org
(860) 978-7727