



*Champaign*  
*Farmers Market*



SPONSORSHIP  
OPPORTUNITIES

2023



# ABOUT US



These last two years of the pandemic revealed the complexity of our national food distribution system. Food supply gaps manifested in empty shelves at grocery stores and motivated folks to look for food solutions closer to home. Farmers markets became a part of the solution, with their ability to provide products to meet demand for locally grown, raised, and produced foods.

Here in Champaign-Urbana, The Land Connection (TLC) operates two farmers markets. These markets contribute to a more resilient local food economy by creating business opportunities for farmers and entrepreneurs, providing food access to underserved populations, and educating people about nutrition and cooking. The Champaign Farmers Market, in Downtown Champaign, is looking forward to its 8th year of operation and the CU Winter Farmers Market is currently in its 2nd year at Lincoln Square Mall in Urbana.

Each season at our mid-week Champaign Farmers Market, we welcome over 18,000 customers to shop for flowers, bread, meat, honey, jams, hot sauce, produce, and more. This market offers a central location for shoppers to grab their grocery staples mid-week in the heart of downtown Champaign. The CU Winter Farmers Market at Lincoln Square Mall serves over 12,000 customers during the Holiday Markets in November and December, with over 40 vendors selling everything from fresh produce, meat, cheese, and bread, to pottery, fine art, jewelry, and quilts. From January through April, our Saturday market offers one of the few places to purchase fresh, locally grown and produced food during the winter months. Our markets remain committed to providing safe, community-oriented spaces for the diversity of needs in our vibrant cities.

The food assistance programs we run at our markets provide benefits for people who have LINK or P-EBT cards and increase the sales for our vendors. The LINK match program was used by more than 800 individuals in 2021, an increase of 250% from the previous years, and farm and food vendors saw LINK match funds providing up to 25% of their sales. The LINK Match program also generates what we call “sticky dollars,” which stay in our community and stimulate our local economy.



# LOCAL FOODS SPONSORSHIP BENEFITS

\$500

\$1,000

\$2,500

\$5,000

Thank you post on C-U Farmers Markets Facebook page	x1	x2	x3	x4
Your business listed The Land Connection's farmers market web pages	Name	Logo	Logo	Logo
"Sponsor shout-out" in the weekly e-newsletter The CUrrant		x1	x2	x3
One week to promote your business at the Local Business Tent		✓	✓	✓
Featured sponsor with your logo displayed on market signage				✓
Opportunity to join TLC staff on one WCIA ciLiving "What's the Dirt" segment				✓

# SPONSORSHIP DETAILS

## LOCAL BUSINESS TENT

The Local Business Tent allows businesses to interact directly with customers at the market to promote your business. On-site product sales are not allowed. We provide the tent, a table, and two chairs. There will be one local business for each market and spots will be filled on a first-come, first-served basis after payment has been received.

## SPONSOR SHOUT-OUT

The Sponsor Shout-out is a section of our weekly, year-round local food e-newsletter, The Currant, where we highlight businesses and organizations that sponsor the Market. Each business or organization may submit a story, article, or bio of 50-100 words that will appear in the newsletter, along with a logo or image, for one week.

## "WHAT'S THE DIRT" ON cILIVING

Join the Market Manager on our weekly cILiving segment, "What's The Dirt?" to talk about your business and how much you love the Farmers Market! We love to promote local food and local businesses that support the Market. Our weekly segment is an excellent time to showcase new products, promotions or what you love about the Market. You can choose to be on the segment during the Summer season or Winter season.





# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## KIDS KITS

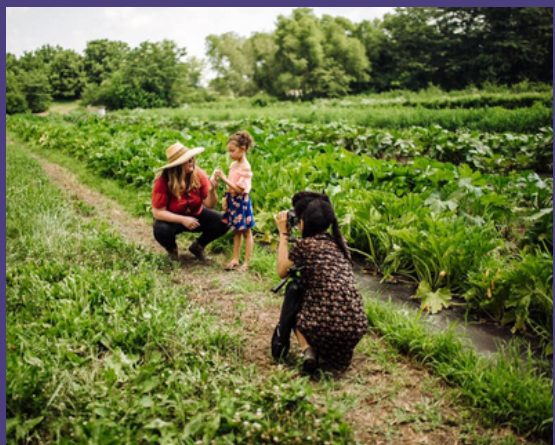
Kids Kits is a successful program that the Champaign Farmers Market rolled out in 2020 in response to the COVID-19 pandemic. The program provides meal kits for families to engage in an activity focused on nutritious local food with an educational component. We create kid-friendly and nutritious recipes in addition to a fun video of a "Kit Kid" visiting local farms and cooking the recipe with the help of a local chef. The kits include the recipe ingredients, instructions, and a link to the video. We distribute 60 kits each month and the content is always accessible on our website after the kit is distributed.

Becoming an official Kids Kits sponsor for one month is a separate benefit that can be added onto any agreement and also can be purchased as a stand-alone sponsorship.

### INCLUDES

- Logo on recipe card
- Business materials/brochures included in kit
- Logo and thank you on recipe post

**COST: \$1,000**



# DEADLINES & APPLICATION

## DUE DATE AND DURATION

Sponsorship Submission Deadline:  
May 15, 2023

Benefits will begin in May 15, 2023 and run through April 30, 2024.

## APPLICATION & PAYMENT

Online application and credit card payment is available through our website [thelandconnection.org](https://thelandconnection.org) or by scanning the QR code below.

To pay by check: please fill out the online application, use the coupon code 'FMSponsor', and mail your check to:

The Land Connection  
206 N Randolph St, Suite 400  
Champaign, IL 61820



If you have questions about payment, please email Blake Hackler at [market@thelandconnection.org](mailto:market@thelandconnection.org). Notice of cancellation must be made prior to May 1, 2023. All cancellations received by this date will receive a full refund minus a 5% processing fee. Cancellations submitted on or after May 1, 2023 will not be refunded.

