



— THE LAND —
CONNECTION

Farmers Market, Food, and Nutrition

SPONSORSHIP OPPORTUNITIES

2024



ABOUT US

Rick Bayless, owner/chef of Frontera Grill, recently spoke on the importance of farmers markets as “the interface between consumer and producer.” Farmers markets provide a “3rd space,” outside of home and work, that cultivates relationships with food, art, and local community. We see this at our markets when farmers excitedly greet long time customers, newly created small businesses experiment with who they will become as their business grows, and community members enjoy their first or 500th visit.

In Champaign-Urbana, [The Land Connection](#) (TLC) operates two farmers markets. The [Champaign Farmers Market](#), in Downtown Champaign, is celebrating its 10th year of operation. Each season, this mid-week market welcomes over 18,000 customers to shop for flowers, bread, meat, honey, jams, hot sauce, produce, and more. The [Champaign-Urbana Winter Farmers Market](#) is currently in its 3rd year at Lincoln Square Mall in Urbana. This market serves over 12,000 customers during the Holiday Markets in November and December, with over 50 vendors selling items such as fresh produce, meat, cheese, bread, pottery, fine art, jewelry, and soap. From January through April, this market offers one of the few places to purchase fresh, locally grown and produced food during the winter months.

Both of our markets remain committed to providing safe, community-oriented spaces for the diversity of needs in our vibrant cities. From hosting small businesses to supporting community groups, **we work to create a community that values, utilizes, and has access to the best of Illinois’ grown and made products.**

You can be a part of this effort by joining us as a 2024 sponsor for farmers market, food, and nutrition programming.



SPONSORSHIP OPPORTUNITIES

\$500

- Name on webpage
- One social media post (Facebook & Instagram)
- One newsletter post (The CUrrant e-newsletter)

\$1,000

- Two social media posts (Facebook & Instagram)
- Logo on webpage
- One "Sponsor Shoutout" in The CUrrant e-newsletter
- One week to promote your business at the farmers market local business tent

\$2,500

- Three social media posts (Facebook & Instagram)
- Logo on webpage
- Two "Sponsor Shoutouts" in The CUrrant e-newsletter
- One week to promote your business at the farmers market local business tent
- Logo on 600+ Kids Kits bags distributed at the market
- One "Meet the Sponsor" short-form video

\$5,000

- Four social media posts (Facebook & Instagram)
- Logo on Webpage
- Three "Sponsor Shoutouts" in The CUrrant e-newsletter
- One week to promote your business at the farmers market local business tent
- Logo prominently displayed on market signage
- One "Meet the Sponsor" short-form video
- Opportunity to develop one of the Kids Kits recipes, participate in the instructional video, and have your logo on the recipe card for all future uses of that recipe

Premier

New in 2024-2025

Inquire about premier sponsorship benefits that are customized to suit the needs of your business!



ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$500

Booth at the Farmers Market

This opportunity can be added on to any sponsorship level. Enjoy 12 market day booths during the 2024-2025 farmers market season.

At your booth, you can interact with market patrons and share information about your business.



\$200

Special Event Sponsorship

We offer individual sponsorships for special events as stand alone or add-ons to existing sponsorships. Throughout the farmers market season, we curate special events that create an added opportunity for businesses like yours to engage with market patrons.

A Special Event sponsorship will include:

- Your logo on the event webpage and any promotional print material
- Sponsor shoutout on our social media (Facebook & Instagram)
- One booth at a special event:



Champaign Farmers Market (May-October)

- Art at the Market
- National Farmers Market Week + Champaign Farmers Market's 10 year Anniversary Celebration
- Great Apple Crunch



Champaign-Urbana Winter Farmers Market (November-April)

- Plant Day
- Small Business Saturday
- Mistletoe Market (coincides one Saturday during the Winter Farmers Market)



SPONSORSHIP DETAILS

LOCAL BUSINESS TENT

The Local Business Tent allows businesses to interact directly with customers at the market to promote your business. We provide the tent, a table, and two chairs. We are excited to help businesses have dynamic and positive interactions with consumers through the market. Market rules apply and we are happy to answer questions!

SPONSOR SHOUT-OUTS

The Sponsor Shout-Out is a section of our weekly, year-round local food e-newsletter, The C^Urrant. We highlight businesses and organizations that sponsor the market. We send you a fun questionnaire filled with prompts to help tell your local food and local business story. From your answers, we build unique short articles highlighting your story to share with consumers.

"Meet Our Sponsors"

SHORT-FORM VIDEOS

TLC is excited to expand into the world of short-form video for this new sponsor benefit. You might be familiar with this format from Instagram "Reels" or YouTube "Shorts." We will create a custom short-form video showcasing your business, who you are, and why you support local farmers markets. "Meet Our Sponsor" videos will be available on our [YouTube](#) channel, [Instagram](#), and [Facebook](#).





Your Sponsorship Helps Support Our Local Food Work

Here is just a sample of the work we do:

Food Access

Our [Market Benefits Program](#) increases the food budgets of community members using SNAP/Link Match and WIC & Senior FMNP Match by providing participants a reduced cost year-round on fresh, local, and nourishing food. By supporting farmers and food producers, these programs also help to boost the local economy.

9 Total

Our Market Benefits program supports the three Champaign-Urbana farmers markets + six additional markets and farms across central Illinois

\$198,000+

Distributed in food assistance in 2023

600

Served 600 new SNAP (food stamp) recipients in 2023

Double \$

Our Link Match program allows SNAP recipients to receive additional benefits, up to \$25 extra per swipe, at the farmers market!



Education Outreach

Our local food education program works to build consumer confidence, interest, and skills for locally grown, raised, and produced foods.

1,000+

"Use & Nutrition" and "How to Grow" resource card sets handed out

6

[Kitchen Herb Skills](#) classes and matching skill videos

600

[Kids Kits](#) distributed, sourcing \$3,000 locally in fresh ingredients



Small Business Support

The farmers market is where many small businesses in our community get their start. We are proud to provide support to these businesses including helping them to navigate regulations, understand consumer demand, and create an attractive booth with interesting products.

30+

New food and farming businesses supported each year in taking their first steps to grow their business

Partnership

The Land Connection participates in multiple statewide working groups creating resources such as the [Farmers Market Food Safety Guide](#) and fine tuning statewide regulations

DEADLINES & APPLICATION

DUE DATE AND DURATION

**Sponsorship Submission Deadline:
April 30, 2024**

Benefits begin May 15, 2024 and end April 30, 2025.

APPLICATION & PAYMENT

Online application and credit card payment is available through our website 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. Notice of cancellation must be made prior to MAY 15, 2024. All cancellations received by this date will receive a full refund minus a 5% processing fee. Cancellations submitted on or after MAY 15, 2024 will not be refunded.

SCAN ME

