

BLACK MOUNTAIN TAILGATE MARKET

Sponsorship Program

GROW WITH US!

THE MISSION

The mission of Black Mountain Tailgate Market is to provide a platform for farmers, food producers, and artisans to sell their products directly to consumers in a friendly, family oriented environment; to provide inclusive and engaging educational programming centered around health, wellness, sustainability, and nutrition; to promote food equity through food access programs; and to support local farms, artisans, and collaborating non-profit organizations through charitable donations.



Locally Grown

**BLACK MOUNTAIN
TAILGATE MARKET**

Community Cultivated

THE VISION

TO SUPPORT

Local growers and artisans by increasing the visibility of their brands and accessibility of products.

TO BUILD

A resilient local economy by connecting local producers and consumers.

TO CONNECT

Our community to sustainable agriculture and local food through multi-sensory educational programming.

TO ENSURE

The health and well-being of our community by expanding access to nutritious, locally grown food.

This year, your generous contribution is more meaningful than ever before!

Sponsorships support the continuation of BMTM's mission and will help us maintain programs including:

A sustainability fund to ensure long-term growth and development.

Expanding access to locally grown and lovingly made food for low-income residents through SNAP benefits and incentives, Produce Prescriptions, and the Senior Farmers Market Nutrition Program.

Providing family-friendly arts programming, including hands-on art activities, live music, and cooking demonstrations.

Supporting small family-owned farms and artisans to continue serving as good stewards of the environment.

A dedicated 'Community Booth' space for non-profit organizations.



THE BIG IMPACT

Black Mountain Tailgate Market is an impactful grassroots non-profit organization and more importantly, a unique reflection of the community we serve.

Since its inception in 1994, the market has served thousands of residents of WNC, countless tourists, and the community at large. In 2023 alone, we served an average of over 1,200 marketgoers, hosting 50+ farmers and artisans as well as fellow non-profit organizations each Saturday. It is no secret that Farmers markets help grow and connect urban and rural economies to local small businesses and keep money in our community! A bustling, vibrant Farmers Market contributes to and is a reflection of a strong, vibrant local economy.

This year, as we celebrate our thirtieth year in operation, we are proud to continue our work of cultivating community through local food this growing season and beyond.

Physical Health and Wellness

An estimated one in ten U.S. adults eats the recommended quantities of fruits and vegetables. Consumption of fruits and vegetables is even lower among adults in low-income and food-insecure households. Adults in low-income households face barriers to fresh, nutrient-dense food including a lack of knowledge about the benefits of fruits and vegetables, unhealthy food environments, and a lack of time to cook. Data provides consistent evidence that shopping at a farmers' market at least once in the past year was associated with higher reported fruit and vegetable consumption.

Mental Health and Wellness

Research indicates people thrive and are naturally happier when socially connected. Farmers markets support emotional health by creating a cheerful space where people come together for fellowship, food, and laughter. By fostering interactions among our diverse community and connecting that community with its own food system, we're cultivating healthy social connections all season long!

Education and Enrichment

Farmers markets provide both a great setting and topic of discussion for nutrition education. Cooking demonstrations and hands-on nature and food based activities provide engaging and positive experiences that will inspire market-goers of all ages to better understand their food systems, agricultural practices, and the natural world around them.

Access to the Arts

Our "Cultivator Program" brings in unique acts and musicians from around the WNC area, creating a platform for local musicians. Our culinary arts programming will feature cooking demonstrations with local artisans who create engaging experiences for patrons.



SPONSORSHIP CATEGORIES & BENEFITS

Barnraiser - \$1000 and up

Sponsorship provides support for programming and operations.

- Featured as a title sponsor on market banner at the main entrance.
- Social Media post featuring business 1/week during market season (29 weeks).
- One free booth space 4 times per market season.
- Business featured on market website with logo and link to your website.
- Logo on weekly e-newsletter.
- A dedicated space for promotional materials at information booth.
- Market Merchandise.



Cultivator - \$750

Sponsorship promotes Community Engagement.

- Logo on market banner and music banner.
- One free booth space 2x per season.
- Business featured on market website with logo and link to your website.
- Social Media post featuring business 1/month.
- Logo on weekly e-newsletter.

Harvester - \$500

Sponsorship helps expand access to healthy food including cooking demos and education.

- Logo on market banner and on all SNAP/incentives promotional material and signage.
- Business featured on market website with logo and link to your website.
- Social Media post featuring business 1/month
- Logo on weekly e-newsletter.



Little Seed Sponsor - \$250

Sponsorship fosters the development of our children's programming.

- Logo on market banner and at children's booth.
- Business featured on market website with logo and link to your website.
- Logo on weekly e-newsletter.

Gardener - \$125

Sponsorship supports programming, operational costs, and our sustainability program.

- Business or name featured on market website with logo and link to your website.
- Logo on weekly e-newsletter.



Ray of Sunshine - \$50 - \$100

Become a "Friend of the Market" and we'll feature your name or business on the Market website.



A portion of all funds go to general operating costs and our "Sustainability Fund," which will enable us to reinvest in producers committed to sustainable and regenerative practices and to carve out a path to the long-term viability of our beloved market - ensuring that Black Mountain Tailgate Market is accessible to ALL for generations to come!



BLACK MOUNTAIN TAILGATE MARKET 2024 SPONSOR FORM

BUSINESS INFORMATION

Name of Business

Contact Person

Phone Number

Email

Business Address

Facebook URL

Instagram handle

Website URL

SELECT YOUR LEVEL OF SPONSORSHIP

BARNRAISER - \$1,000

LITTLE SEED SPONSOR - \$250

CULTIVATOR - \$750

GARDENER - \$125

HARVESTER - \$500

RAY OF SUNSHINE - \$50 +

THANK YOU

for your generous contribution!

We are delighted to collaborate with
you this season!

Our Market Manager will be in touch
with more information about your
sponsorship benefits.

SELECT YOUR PREFERRED METHOD OF PAYMENT

Checks can be made to: Black Mountain Tailgate Market

CHECK ENCLOSED

SEND ME AN INVOICE

