



GOSHEN MARKET

FOUNDATION



SUPPORTING A HEALTHY LOCAL FOOD COMMUNITY

SPONSORSHIP OPPORTUNITIES

For over twenty years, the Land of Goshen Community Market in Edwardsville, Illinois has provided local produce, crafts, music, and a vibrant site of downtown activity on Saturday mornings. In 2016, the Market strengthened its commitment to the region by creating a 501(c)(3) tax exempt foundation. **The Goshen Market Foundation uses its resources to provide greater access to healthy food, encourage the growth of local agriculture, and educate children and the community about sustainable farming practices and nutrition.** Our projects include the Beet Box, a mobile farmer's market that provides fresh, local produce to underserved areas of the Metro East region; a farm to school program that enables students and teachers to learn more about where their food comes from; and seed grants for local farmers who are just setting down roots. Through the support of dedicated partners on the individual, institutional, and corporate levels like you, we've been able to make our mission to support a healthy local food community a reality.

WE'RE CHANGING LIVES,
BUILDING CULTURE, AND
TRANSFORMING OUR REGION

Will you join our efforts by becoming a project sponsor, a corporate cultivator, or making a one-time donation? Thank you for taking the time to take a look at what we're doing.

SPONSORSHIPS

FARM TO SCHOOL

Main Sponsor (2)	\$5,000
Garden Sponsor	\$2,000

BEET BOX

Beet Box (5)	\$5,000
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LAND OF GOSHEN COMMUNITY MARKET

Market	\$5,000
Music	\$2,000

LINK UP ILLINOIS

Link Up Illinois Matching Program	\$2,500
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MARKET SPROUTS

Market Sprouts (2)	\$1,000
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All project sponsors will also enjoy the benefits of the Cultivator Level equivalent to their donation.
(See descriptions under Community Cultivator Levels.)

For more information or to make a donation, please visit www.goshenmarketfoundation.org or contact **Emily Morrison**, Fundraising Chair, at (217) 820-1984 or emilymorrison618@gmail.com



FARM TO SCHOOL

We all want kids to eat better and eat smarter, and we know that a healthy relationship with food starts early. We partnered with passionate teachers, and members of our community to launch and support schoolyard gardens across the region. Students learn how to grow and prepare food they've grown themselves. We currently support four schoolyard gardens and plan to add an additional school in Madison County to our program each year.

Each Farm to School location costs approximately \$5,200 to build, implement, maintain, and staff. Students are getting their hands dirty while learning where their food comes from...and eating it!

SPONSORSHIPS	ANNUAL COST
Main Sponsor (2)	\$5,000
Garden Sponsor	\$2,500

Main Sponsors (Sustainer Level) will be featured on all signage and banners associated with the Farm to School program.

The logo (or name) of each Farm to School Garden sponsor (Harvester Level) will appear on a sign in the designated school's garden as well as on banners posted on the designated school building during special events.



BEET BOX

The Beet Box visits neighborhoods, schools, and communities throughout Madison and St. Clair counties that currently lack access to healthy food. Using a "pay what you can model," on its weekly stops from May to October, Beet Box customers choose nutritious, locally grown food to take home to their families. In addition to distributing more than 3,500 pounds of fresh produce per year, the Beet Box offers food education, recipes, and award-winning kids' books about food culture and healthy eating to hundreds of people in our region.

Each week, the Beet Box's route costs approximately \$800, which includes gas, staffing, produce, and maintenance. Your donation will allow us to increase the number and frequency of stops, to provide more produce, to expand into more communities, and to continue our free children's book distribution.

SPONSORSHIPS	ANNUAL COST
Beet Box (5)	\$5,000

When it's not in operation, The Beet Box is on display at the Land of Goshen Community Market, which sees more than 2,000 visitors every Saturday from May to October. Its distinctive wrapping, which features the logos of Sustainer Level sponsors, is often used as the backdrop for Foundation photo ops. The rest of the week, the Beet Box is traveling to communities all around the Metro East and has become one of the most recognizable vehicles in the region, making it an excellent advertising opportunity for area businesses.



BURGERS & BREWS ANNUAL SPECIAL EVENT

Burgers and Brews is the Goshen Market Foundation's Centerpiece Fundraiser. During this night under the stars, more than 250 area residents sample sliders from local restaurants featuring produce from the Market. We display the logos of sponsors at the Harvester Level or above in signage at Burgers and Brews.



THE LAND OF GOSHEN COMMUNITY MARKET

Since its founding in 1997, the Land of Goshen Community Market has become a vibrant site of activity where the community has access to local produce and children learn about specialty crops. Edwardsville's downtown has witnessed a significant revitalization, in no small part, due to Market Saturdays that bring shoppers from across the region to visit with their neighbors, listen to music, and make the businesses on Main Street bustle. The Land of Goshen Community Market has more than eighty regular vendors and sees over 2,000 customers each Saturday.

SPONSORSHIPS	ANNUAL COST
Market	\$5,000
Music	\$2,000

Market Sponsor (Sustainer Level) will be featured on all signage and banners associated with the Goshen Market

Music Sponsor (Harvester Level) will be featured on signage near musician area and on over-all sponsor recognition board.



LINK UP ILLINOIS

It's not always easy to buy what's healthy and sustainably sourced because less healthy, more processed, cheaper alternatives are more readily available. This struggle is especially difficult for low-income populations. There is a close correlation between income level and health—as income goes down, the nutritional adequacy of a household's diet also decreases. We provide our community's residents more access to local, sustainably produced, healthy, unprocessed fruits, vegetables, meats, and baked goods. In collaboration with other state and regional programs, the Goshen Market Foundation has implemented a Double Value Coupon

incentive program for Illinois SNAP/Link (food stamp) customers that enable them to double the amount of fresh fruits and vegetables they can purchase. Customers who use \$10 from their Link card at the Goshen Market, for example, are given an additional \$20 in market tokens to buy fresh produce. Your donation will allow us to raise the program's matching limit and provide access to even more customers in need.

SPONSORSHIPS	ANNUAL COST
Link Up Illinois Matching Program	\$2,500

Link Sponsors (Harvester Level) will have their logo displayed at the Information Booth (where all transactions occur) at the Land of Goshen Community Market.

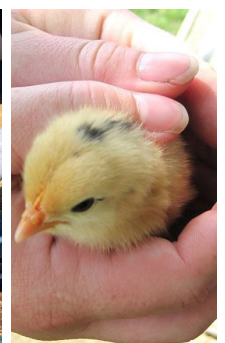
MARKET SPROUTS

The primary goal of Market Sprouts is to educate kids (and their parents) on the importance of eating fresh, local produce. At this interactive, playful Market program, kids venture into their first tastes of vegetables like kohlrabi, beets, and kale and learn facts about crops and healthy eating. Visitors to the Sprouts tent meet with farmers who grow the week's "Mystery Crop" and engage in scavenger hunts to find vegetables. In 2017, with support from Edwardsville's

Rotary Club, the Goshen Market Foundation unveiled the Market Sprouts Garden, a lush plot with raised beds and a cistern where Sprouts grow their own food and learn about sustainable farming practices first-hand.

The materials, staff, and equipment necessary to put on the Market Sprouts program each week at the Goshen Market costs approximately \$200 per Saturday. On an average week, nearly 100 area children attend. Your donation will secure the longevity of the program and help us maintain and expand our Market Sprouts Garden.

SPONSORSHIPS	ANNUAL COST
Market Sprouts (2)	\$1,000





HELP US CHANGE LIVES, BUILD CULTURE, AND TRANSFORM OUR REGION

Thank you for taking the time to take a look at what we're doing. We hope you'll join our efforts by becoming a project sponsor, a community cultivator, or making a one-time donation.

In addition to our project sponsors, our annual Cultivator partnerships with both businesses and individuals help to further enhance, expand, and multiply our programs (and cover necessary expenses to sustain them). Please consider joining us at one of the following levels (and enjoy the perks they include):

COMMUNITY CULTIVATOR LEVELS

SUSTAINER LEVEL • \$5,000

- Your company logo on the Beet Box
- Your company logo included in Burgers and Brews advertisements, posters, and banners during the event
- Free information booth at up to 2 market dates of the sponsor's choice (\$100 value)
- Annual Goshen Market Foundation Community Cultivator plaque
- Free tickets (4) for your organization to all Foundation special events
- Company logo listed on Sponsor Board displayed at the Goshen Market
- Recognition through press releases sent to local media
- Logo and weblink on Market and Foundation website
- At least four posts thanking your business on Market and Foundation social media (over 7,000 followers)
- Listed in all email newsletters (30+ newsletters/year go out to over 500 email addresses)

HARVESTER LEVEL • \$2,500

- Your company logo included in Burgers and Brews advertisements, posters, and banners during the event
- Free information booth at 12 market date of the sponsor's choice (\$50 value)
- Annual Goshen Market Foundation Community Cultivator plaque
- Free tickets (2) for your organization to Foundation special events
- Company logo listed on Sponsor Board displayed at the Goshen Market
- Logo and weblink on Market and Foundation website
- At least two posts thanking your business on Market and Foundation social media (over 7,000 followers)
- Listed in all email newsletters (30+ newsletters/year go out to over 1000 email addresses)

GROWER LEVEL • \$1,000

- Annual Goshen Market Foundation Community Cultivator plaque
- Free tickets (2) to one Foundation special event of your choice
- Company logo listed on Sponsor Board displayed at the Goshen Market
- Logo and weblink on Market and Foundation website
- One post thanking your business on Market and Foundation social media (over 7,000 followers)
- Listed in all email newsletters (30+ newsletters/year go out to over 1000 email addresses)

PLANTER LEVEL • \$500

- Annual Goshen Market Foundation Community Cultivator plaque
- Company logo listed on Sponsor Board displayed at the Goshen Market
- Logo and weblink on Market and Foundation website
- One post thanking your business on Market and Foundation social media (over 7,000 followers)
- Listed in all email newsletters (30+ newsletters/year go out to over 1000 email addresses)

For more information or to make a donation, please visit www.goshenmarketfoundation.org or contact **Emily Morrison**, Fundraising Chair, at (217) 820-1984 or emilymorrison618@gmail.com